

Southern HARDWARE

JUNE, 1953

including the SOUTHERN FARM EQUIPMENT section

IRWIN *display-n-sell* SCREW DRIVER ASSORTMENTS

IRWIN Assortment No. 444

56 Assorted **Jim Dandy** Screw Drivers
Tenite No. 2 Amber Plastic Handles

43 Machinist Type Screw Drivers—2 each—1" size,
14 each—3" size, 12 each—4" size,
12 each—6" size, 3 each—8" size.

4 Cabinet Type Screw Drivers—2 each—4" size,
2 each—6" size.

9 Phillips Type Screw Drivers—1 each—1 1/2" size,
4 each—3" size, 4 each—4" size.

Retail Value \$29.83

Dealer Cost 19.80

Your Mark-up Over 50% \$10.03

2 fast-selling screw driver assortments. Modest investment. 50% mark-up for dealers.

IRWIN Assortment No. 333

129 **Boss Man** Screw Drivers
Black Satin Wood Handles

90 Machinist Type Screw Drivers—3 each—1" size,
30 each—3" size, 30 each—4" size,
24 each—6" size, 3 each—8" size.

24 Cabinet Type Screw Drivers—12 each—4" size,
12 each—6" size.

15 Phillips Type Screw Drivers—3 each—1 1/2" size,
6 each—3" size, 6 each—4" size.

Retail Value \$33.60

Dealer Cost \$20.80

Your Mark-Up Over 50% \$12.80

Here's a tested and proved Irwin screw driver promotion. One that gives fast turnover, extra add-on profits. Sturdy cardboard displays work as silent salesmen in your store. Displays are free with either assortment and require only 17" of space to set up. Retail prices and sizes help customers make their own selection for quick sales. Your investment is small. The screw driver market is big. So order from your Irwin Jobber today.



No. 444
Jim Dandy
Display



No. 333
Boss Man
Display

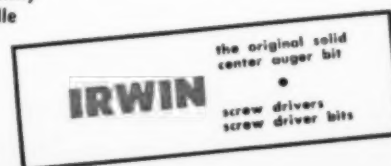
Free Cardboard Displays

Colorful window and counter display given free of cost with either the No. 333 or No. 444 assortments. Each display holds 32 drivers in 10 popular and fast-selling sizes.

YOU GET THESE SELLING HELPS, TOO

- (1) Generous supply of free advertising folders.
- (2) Separate container with partitions for storing back-up stock.
- (3) Each assortment conveniently packaged in easy-to-handle shipping container.

ORDER TODAY



THE IRWIN AUGER BIT COMPANY • WILMINGTON, OHIO, U. S. A.

NATIONAL

makes the most complete line

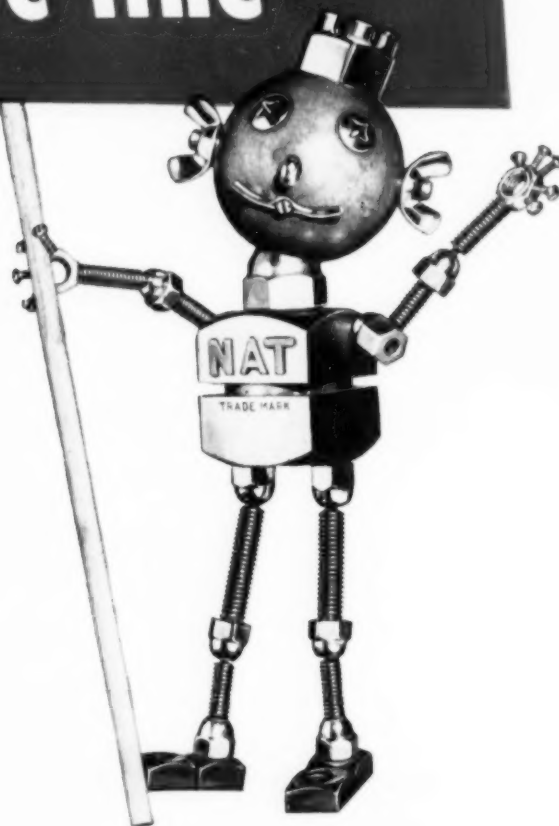
NAT SAYS:
**"Make it your buy-sign
 ... always"**

For your convenience, we can't repeat too often, "National makes the most complete line of fasteners for the hardware trade".

With a complete line, National offers you extra ease and extra economy in ordering. *PLUS*, the sales advantages of distinctive red and black cartons with easy-to-read identification labels that help make stock handling ... faster ... easier. The shiny black boxes resist soiling and fingerprints, always give your fastener shelves a snappy appearance.

Take Nat's advice ... make National your buy-sign always for the best in fasteners, uniform in quality and in packaging. For full information on the complete National line, write us today.

Wood Screws • Machine Screws • Nuts • Cap Screws
 • Tapping Screws • Stove Bolts • Carriage Bolts •
 Lag Bolts • Machine Bolts • Cotter Pins



THE NATIONAL SCREW & MFG. COMPANY
 Cleveland 4, Ohio

Pacific Coast: National Screw & Mfg. Co. of Cal.
 3423 South Garfield Ave., Los Angeles 22, Cal.



FASTENERS



HODELL CHAINS



CHESTER HOISTS





"By jupiter, they've got Bethlehem Fence here on Earth, too!"

"The first year is the hardest. There's not too much incentive to go on, and the kids need some real encouragement to keep them in 4-H," says Joe. "Last year, for the first time, six boys and girls received the Joe Mitchell Award at the New Castle County 4-H Banquet. It was a proud moment for them."

Advertisements like this, appearing regularly in regional farm papers, are catching the attention of fence buyers.

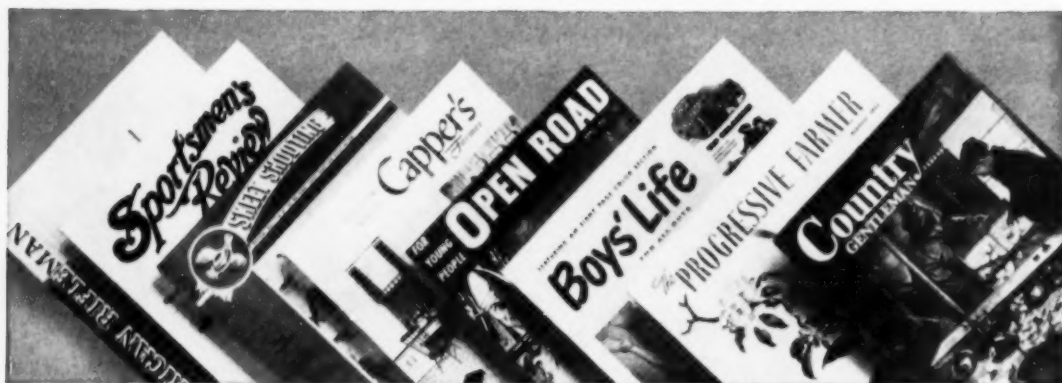
ASK YOUR JOBBER...about Bethlehem Fence
...steel fence posts...barbed wire...
nails and staples...bolts and nuts
...bale ties...baler wire...clothes
line and other Bethlehem products.



FULL-COLOR advertisements in...



PLUS year-round advertising in...



ADD UP TO more shooters asking
for **PETERS** "High Velocity" ammunition

That's quite an array of magazines shown above. They are the top outdoor magazines plus the leading publications in the farm market, the boys' market and special shooting groups. These are the magazines your ammunition customers read and the ones in which they'll see the biggest advertising program in Peters history. This program can mean only one thing to you—more sales! So be ready with a full stock of the entire Peters line. Check your supplier now. And remember—in sales, as in the gun—there's no more powerful ammunition in the world than Peters "High Velocity."



PETERS ^{sales} packs the power



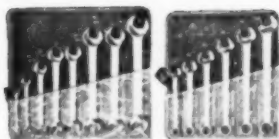
PETERS CARTRIDGE DIVISION, BRIDGEPORT 2, CONN.

"High Velocity" is a trademark of Peters Cartridge Division, Remington Arms Company, Inc.



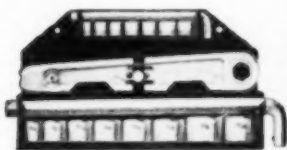
One of the many **NONE BETTER** Alloy Steel Sets — 34 pieces, $\frac{1}{2}$ " and $\frac{1}{4}$ " square Drive. Sockets are 12 and 6 pt. for hex nuts, 8 pt. for square nuts. Selection of most useful Drive Parts. All in sturdy metal Kit Box. Other Sets in $\frac{3}{8}$ ", $\frac{3}{16}$ " and $\frac{1}{8}$ " Drives.

Boost YOUR Tool Sales with **NONE BETTER** Sales Tools!



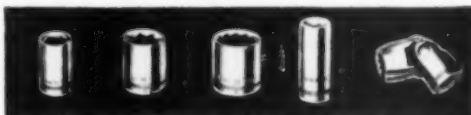
BOX AND OPEN END WRENCHES AND SETS

Drop forged of the finest Alloy Steel and Triple Plate, Chrome finished, these **NONE BETTER** Wrenches are designed to stand up under hard and constant use. Complete, matched Sets for practically every service need include Engineer's Sets, 15° and 45° Box End Sets, Combination Box and Open End Sets and Tappet Wrench Sets. Each Set in sturdy, compact Leatherette Roll.

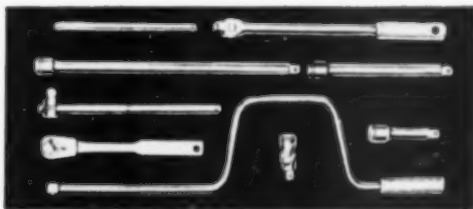


CARBON TOOL SETS

Quick-selling **NONE BETTER** Carbon Socket Wrench Sets packed for convenience and security. Versatile 19 piece combination with both $\frac{1}{2}$ " and $\frac{1}{4}$ " Drive Sets, 11 piece $\frac{1}{2}$ " Drive Set and pocket size 7 piece $\frac{1}{2}$ " Drive Set, each in Handle Lock Container of red enameled steel. Also compact 8 piece Set of $\frac{1}{2}$ " Drive Ell Handle with 7 Sockets "strung on" for easy storage.



Complete range of thin wall Socket Wrenches of finest Alloy Steel, carefully heat treated and precision broached. Triple Plate, Chrome finish. Openings from $\frac{3}{16}$ " to 2" in the popular $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives. Available in 6 and 12 point openings for hex nuts and 8 point openings for square nuts. Also Flex Sockets in $\frac{3}{8}$ " Drive and Extra Deep Sockets in $\frac{3}{8}$ " and $\frac{1}{2}$ " Drives.



Available in $\frac{1}{4}$ ", $\frac{3}{8}$ ", $\frac{1}{2}$ " and $\frac{3}{4}$ " Drives, **NONE BETTER** Drive Parts provide sturdy, compact strength and hand-hugging grips without useless weight or bulk. Specially popular are the Reversible Ratchets, Flex Handles, Speeders and Universal Joints. All Drive Parts with the **NONE BETTER** "Keyless Locking" feature and Triple Plate, Chrome finish for long, rust-free life.

NONE BETTER Tools

THE NEW BRITAIN MACHINE CO. • NEW BRITAIN, CONN.

SOUTHERN HARDWARE for JUNE, 1953



WINDOW OR
COUNTER
DISPLAY STAGE



FLOOR RACK
TOOL DISPLAY



TOOL DISPLAY
STOCKING
BOARDS

KING HARDWARE'S

ROYAL PAINTS

by Glidden

**KEEP CUSTOMERS
SATISFIED!**

**REPEAT ORDERS
BUILD MORE
SALES AND
PROFITS!**

**ROYAL
OUTSIDE
WHITE
HOUSE
PAINT**



**"TIME
TESTED"
BETTER
THAN
EVER**

ASK YOUR KING HARDWARE SALESMAN ABOUT OTHER ROYAL PAINTS!



**DISTRIBUTORS FOR
SPRED SATIN**
Miracle Wall Paint

DISTRIBUTED BY

KING **HARDWARE**
COMPANY
490 MARIETTA ST. ATLANTA, GA.

DAZEY KITCHEN HELPS

Are Nationally Advertised

CONSISTENTLY IN THE FOLLOWING CONSUMER-READ PUBLICATIONS

American Home, Cosmopolitan, Good Housekeeping, Household, Ladies' Home Journal, McCall's, Parents', Redbook, House Beautiful, Saturday Eve. Post, Sunset, Family Circle, Today's Woman, Woman's Home Comp., Better Living, Woman's Day, Better Homes & Gardens, Capper's Farmer, Country Gentleman, Farm Journal, Successful Farming.

We agree, and we believe that you too will agree, with Mr. Julien Elfenbein's statement, appearing on Page 19 in the December 1952 issue of Housewares Review Magazine. We quote:



MR. JULIEN ELFENBEIN
Editor of Housewares
Review Magazine



"A distinction must be drawn between really national brands that are continually advertised in consumer magazines and merchandised in the trade press, and the kind where the manufacturer takes a one-time flyer in one or two national magazines and then spends the rest of his money in publicity and direct mail folders addressed to retail buyers telling them about his 'stupendous' national advertising campaign."



Be sure



DAZEY

DAZEY CORPORATION . . . ST. LOUIS 7, MISSOURI

SOUTHERN HARDWARE for JUNE, 1953



Once is not enough!

The need for blood is greater than ever, not only for men wounded in combat, but here at home . . . to cure disease, to meet accidents and disasters, and to prepare for civil defense.

Our quota can **ONLY** be met, if those who give *keep on* giving . . . regularly!

You **CAN** give more than once . . . as often as every three months with complete personal safety. The more often you give the more often you save a life. For every pint of blood you give goes to someone who needs it desperately.

Remember . . . once is **NOT** enough. Give blood again and again! Call your Red Cross, Armed Forces or Community Blood Donor Center for an appointment to give blood today.

GIVE BLOOD

...give it again and again

BUSINESS EXECUTIVES! CHECK THESE QUESTIONS

If you can answer "yes" to most of them, you—and your company—are doing a needed job for the National Blood Program.

- ☐ HAVE YOU GIVEN YOUR EMPLOYEES TIME OFF TO MAKE BLOOD DONATIONS?
- ☐ HAS YOUR COMPANY GIVEN ANY RECOGNITION TO DONORS?
- ☐ DO YOU HAVE A BLOOD DONOR HONOR ROLL IN YOUR COMPANY?
- ☐ HAVE YOU ARRANGED TO HAVE A BLOOD-MOBILE MAKE REGULAR VISITS?
- ☐ HAS YOUR MANAGEMENT ENDORSED THE LOCAL BLOOD DONOR PROGRAM?
- ☐ HAVE YOU INFORMED EMPLOYEES OF YOUR COMPANY'S PLAN OF CO-OPERATION?
- ☐ WAS THIS INFORMATION GIVEN THROUGH PLAN BULLETIN OR HOUSE MAGAZINE?
- ☐ HAVE YOU CONDUCTED A DONOR PLEDGE CAMPAIGN IN YOUR COMPANY?
- ☐ HAVE YOU SET UP A LIST OF VOLUNTEERS SO THAT EFFICIENT PLANS CAN BE MADE FOR SCHEDULING DONORS?

Remember, as long as a **single** pint of blood may mean the difference between life and death for **any** American . . . the need for blood is **urgent!**



NATIONAL BLOOD PROGRAM



BEST PAINT SOLD

The Franchise with a Future!



**WRITE
TODAY!**



You don't need a crystal ball to foretell the future of paint sales and profits under a BPS Franchise. Exclusively yours in your own community, a BPS Franchise provides you with a top-quality line *plus* protected territory rights. Do as thousands of other independent paint merchants have done. Look into the advantages of an exclusive BPS Franchise. You'll find it well worthwhile in terms of bigger sales and profits.

THE PATTERSON-SARGENT COMPANY
1325 East 38th Street
Cleveland 14, Ohio

SH

I'd be interested in proof of how BPS can increase sales the very first month.

NAME _____

ADDRESS _____

CITY _____ STATE _____

THE **PATTERSON**  **SARGENT** CO.

Resists Sudden Strain...

A rough sea, a driving wind,
the sudden and tremendous surge
of a ship's weight on the mooring
lines... all part of a day's work for
Columbian Rope.



COLUMBIAN ROPE COMPANY • AUBURN, New York

REYNOLDS ALUMINUM REFLECTIVE INSULATION

The
package
that
makes
insulation
a Traffic
Item!



Lay this box flat and you've got 250 square feet of high efficiency insulation in scarcely more than one square foot of space. Roll out a few feet of that gleaming, handsomely embossed aluminum foil—or use Reynolds handy display—and you've got a real shopper-stopper. Now, tell your customer he can walk right out with enough of those 15 lb. rolls to do his attic... do it himself on his day off. Quote him the price...so much less than most bulk insulations! Show him how easy this is to put up, how clean to handle. Tell him the amazing story of radiant heat reflection...interiors up to 15° cooler, winter fuel bills slashed...perfect vapor barrier too! Then wrap up the deal with sale or rental of stapler, and an extra sale on staples. What a business! Mail coupon for more information. **Reynolds Metals Company**, Building Products Division, Louisville 1, Kentucky.

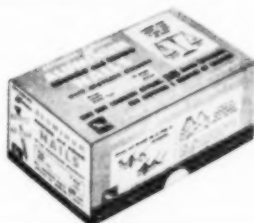
25", 33" and 36" wide —
Foil on two sides (Type B),
On one side (Type C).



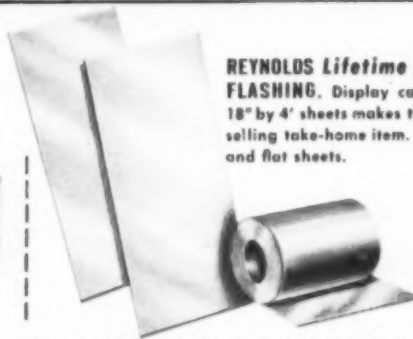
STOCK THESE OTHER PROFIT-MAKERS



REYNOLDS Lifetime ALUMINUM GUTTERS AND DOWNSPOUTS
Rustproof permanence and stain-free beauty at low price! 5" Ogee and Half-round, smooth or stippled finish. Also 6" industrial Half-round. Slip-joint connectors—no soldering. Complete accessories.



REYNOLDS Lifetime ALUMINUM NAILS. Rustproof, non-staining. Nearly three times as many nails per pound. In handy boxes and fibreboard kegs.



REYNOLDS Lifetime ALUMINUM FLASHING. Display carton of ten 18" by 4' sheets makes this a quick-selling take-home item. Also in rolls and flat sheets.

Reynolds Metals Company, 2026 So. Ninth St.
Louisville 1, Kentucky

Please send me full information on

☐ GUTTERS AND DOWNSPOUTS ☐ NAILS
☐ REFLECTIVE INSULATION ☐ FLASHING

NAME _____

COMPANY NAME _____

ADDRESS _____



REYNOLDS ALUMINUM

SEE "MISTER PEEPERS," starring Wally Cox, Sundays, NBC Television Network HEAR "Fibber McGee and Molly," Tuesdays, NBC Radio Network.

SOUTHERN HARDWARE for JUNE, 1953



BRIDGEPORT,

Remington Dealer Letter



CONN.

Cash in on summer shooting fun with 9 Remington sales builders

Have you seen our display of
REMINGTON 22 RIFLES



FREE WINDOW BANNERS—Invite customers in with these eye-catching banners. Show the popular Remington Model 514 bolt action and Model 550 autoloading rifle life size in natural color. Write in now!

Get Your New Gun on Our LAY-AWAY PLAN

FREE LAY-AWAY PLAN MATERIAL—Helps shooters to buy now...pay in easy installments before getting the rifle. You get window banner, showcase card and payment record books.



FREE GUN HANGERS—Real attention getters. Slip 'em on the barrels of Remington 22 rifles and watch your sales go up.



FREE CARTOON BOOKLETS—Youngsters—and parents—go for 'em! 'How to Shoot' booklets help develop good shooters and steady customers.



FREE COUNTER CARD—National advertising in your store! Seen in leading publications, seen again on a point-of-purchase reminder on your counter.



FREE FOLDER DISPENSER—Increase your sales of Remington 22 Ammunition with a point-of-purchase folder dispenser. Holds 25 folders. Write today!

The Famous
REMINGTON 22 RIFLES

IF IT'S REMINGTON IT'S RIGHT



BEAUTIFUL LINES SMOOTH ACTION
A LIFETIME OF SHOOTING FUN
A FAST SHOOTING BEAUTY
EASY TO SHOOT A PLEASURE TO HANDLE



FREE RETAIL MERCHANDISE BULLETINS keep your sales force up to date on important selling features of Remington rifles. Available for bolt action, target, slide action and autoloading rifles.

FREE NAME-PLATE PLAN—Lets your customers individualize their Remington 22's with engraved name plate. Sure fire for sales! Shooter sends coin and card to Remington. No cost or trouble to you.

new YOUR NAME approved for 50¢

Now's the time to tap the big summer market for Remington 22 rifles and ammunition...and here's how! The handsome knotty-pine rifle display stand above is a proven sales puller—in store after store. With the eight free items shown, it can help you sell more Remington 22's than ever before—to vacation shooters, target enthusiasts, younger shooters—and keep 'em coming for ammunition!

For all 8 free items and information on how to obtain the display stand with rifles, get in touch with your Remington wholesaler or send a card today to Sales Promotion Div., Dept. DL 5, Remington Arms Company, Inc., Bridgeport 2, Conn.

Southern HARDWARE

Hardware and Allied Lines -- Farm Operating Equipment

Vol. 122

June, 1953

No. 6

T. W. McALLISTER, *Managing Director*

RALPH E. KIRBY, *Editor*

SADA N. WILLIAMS, *Assistant Editor*

BARON CREAGER, *Southwestern Editor*
(1305 National City Bldg., Dallas, Texas)

O. A. SHARPLESS
Business Manager

C. E. SMITH
Asst. Bus. Manager

J. A. MOODY
Production Manager

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Business Representatives

E. L. ROGERS, 299 Madison Ave., New York, N. Y., Phone: Murray Hill 2-4959; J. T. ANDREWS, 333 N. Michigan Blvd., Chicago, Ill., Phone: CE-6-4131; A. E. C. SMITH, 620 Canton Bldg., Cleveland 15, Ohio, Phone: Cherry 1-7352; J. D. PARSONS, 23 Border St., Cohasset, Mass., Phone: Cohasset 4-0712; W. C. RUTLAND, P. O. Box 102, Gastonia, N. C., Phone: 7995; L. B. CHAPPELL, 6399 Wilshire Blvd., Los Angeles 48, Calif., Phone: Webster 3-9241; GEORGE ISHERWOOD, 413 Alexander Ave., Drexel Hill, Pa., Phone: Clearbrook 94536.

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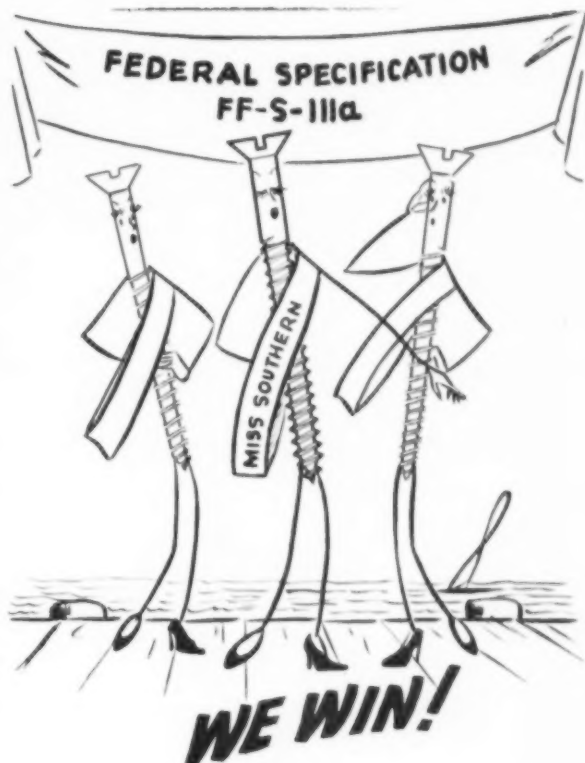
Publishers also of

TEXTILE INDUSTRIES SOUTHERN BUILDING SUPPLIES
ELECTRICAL SOUTH SOUTHERN POWER & INDUSTRY
SOUTHERN AUTOMOTIVE JOURNAL

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SOUTHERN HARDWARE for JUNE, 1953

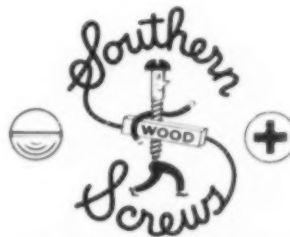


Southern Wood Screws are carefully designed and manufactured to meet the exacting requirements of Federal Specification FF-S-111a. They are uniformly made, with deep, milled slots for safe, sure driving. Shanks are full-sized for maximum strength and holding power. Threads are precision machined to cut smoothly into wood without tearing the fibres. Sharp gimlet points give plenty of bite at the start.

For wood screws that are sure to do the job right, pick those made according to Federal Specification FF-S-111a — like Southern Wood Screws. Wide range of sizes from 3/16" No. 0 to 6" No. 30 in steel or brass. Write today for the complete Southern Wood Screw catalogue.

SOUTHERN WOOD SCREWS

(Slotted or Phillips Heads)



FACTORY WAREHOUSES

4100 Dell Avenue
North Bergen, N. J.

641 Stewart Ave., S.W.
Atlanta, Georgia

325 W. Ohio Street
Chicago 10, Ill.

SOUTHERN SCREW COMPANY

110 Rickert St., Statesville, N. C.

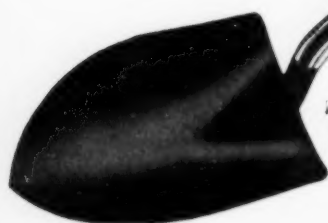


Perfect Balance

THE FIRST SHOVEL WITH
BLADE AND STRAPS FORGED
FROM FEATHERLITE SHEETS
OF SPRING STEEL
PRECISION TEMPERED

The lightest shovel ever made . . .

Light Shovels make light work



APPROXIMATE
WEIGHT $3\frac{1}{2}$
to $3\frac{3}{4}$ lbs.

FEATHERLITE meets railroad track
shovel weight test of 200 pounds!

AMES

Featherlite



Ask Your Jobber

PARKERSBURG, W. VA.

O. AMES CO.

NORTH EASTON, MASS.



Wicks

to keep the
home fires
burning

Here are three of the most reliable wicks ever made. They're clean burning. They're long lasting. They're priced to give you a generous profit. Keep R/M Wicks in stock for satisfied customers.



QUIK FLAME

The most efficient kindler ever developed for range burners. Patented open mesh construction provides best possible results with distillate oils. The extra-heavy wire core yarn keeps the kindler upright in the burner channel. Glass yarn at burning edge facilitates the removal of carbon deposits. Packaged 6 ft. to the box, $\frac{7}{8}$ " and $1\frac{3}{8}$ " wide.



KINDLERITE

R/M's standard quality woven asbestos kindler. A sturdy, long-lived wicking with wire core in both warp and filling yarn. Packaged $5\frac{1}{2}$ ft., 6 ft., and 100 ft. to the box, in widths of $\frac{7}{8}$ ", 1", $1\frac{1}{4}$ " and $1\frac{3}{8}$ ".



WOVEN GLASS

The acme of perfection in stove kindlers, assuring long life and maximum stove performance. The only glass wicking woven with a wire core in every strand to protect the burning edge. Packaged $5\frac{1}{2}$ ft., 6 ft., and 100 ft. to the box, in widths of $\frac{7}{8}$ ", 1", $1\frac{1}{4}$ " and $1\frac{3}{8}$ ".



RAYBESTOS-MANHATTAN, INC.
ASBESTOS TEXTILE DIVISION, MANHEIM, PA.

Factories: Manheim, Pa.; No. Charleston, S.C.

RAYBESTOS-MANHATTAN, INC., Manufacturers of Asbestos Textiles • Teflon Products • Packings • Mechanical Rubber Products • Abrasive and Diamond Wheels • Brake Linings • Brake Blocks • Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment • Sintered Metal Products • Bowling Balls

Business Trends

AND PRICE CHANGES

Consumer Spending Reaches New Post-War High Level

SUPPORTED BY a strong consumer demand, personal consumption outlays in the first quarter were estimated at a record 226 billion-dollar annual, six percent above a year earlier, according to the Department of Commerce.

Much of this gain was due to an increase of more than 30 percent in sales by the automotive group. Furniture and appliance store sales were up five percent.

In addition to rising income, the high rate of new home construction and credit financing have been important factors contributing to increased sales of durable goods. Consumer installment credit extended during January and February was equal to about 44 percent of total sales of durable goods stores in these months.

Although sales of durables may not continue at the current level throughout 1953, no material cut is in prospect. The Federal Reserve Board survey of consumer buying intentions for 1953, which was taken in the early part of this year, reported that more consumers, for example, planned to buy new cars this year than so reported in early 1951 and 1952. Substantially more consumers planned to buy most major household goods, especially television sets and furniture, than a year ago, but about the same number intended to buy refrigerators.

Construction Activity To Continue Strong

A RISE IN interest rates for VA and FHA home loans is expected to add new strength to construction activity by providing a greater supply of mortgage funds. Housing

starts were near 1.1 million units in both 1951 and 1952. Starts increased to an annual rate of nearly 1.2 million units after credit controls on housing were suspended in September and have continued near that rate in early 1953.

New housing starts in 1953 are expected to exceed a million units. With prospects for consumer incomes to continue near current levels, demand for new homes probably will be well-maintained in 1953.

Consumer Incomes Rise In '53's First Quarter

CONSUMER INCOMES after taxes, at a 245 billion-dollar rate in the first quarter of 1953, were about 6½ percent above a year earlier. This rise in incomes occurred in the nonagricultural segment of the economy, according to the Department of Commerce, and reflected

a gain of 1.2 million in employment, an increase of nearly six percent in average hourly earnings, and a small rise in the average number of hours worked per week.

Consumer incomes, according to the report, are not likely to increase as much in 1953 as during 1952, but wage rates and employment are expected to be moderately higher.

Farm Prices Received Decline in First Quarter

PRICES RECEIVED by farmers in the first quarter of 1953 were down nearly a tenth from a year earlier as increased supplies and a reduced foreign demand more than offset the price effect of higher consumer incomes. Meat animal prices were off nearly a fifth as marketings of beef cattle increased rapidly in 1952 and early 1953. Unseasonably large milk production in recent months contributed to lower prices for dairy products.

Lower average prices for crops in the first quarter of 1953 reflect (Continued on page 46)

Geographic Division	% change in sales Mar. 1953 from		3 mos. 1953 from	% change in inventories Mar. 1953 from		Stocks-Sales Ratio		
	Mar. 1952	Feb. 1953	3 mos. 1952	Mar. 1952	Feb. 1953	Mar. '53	Mar. '52	Feb. '53
U. S. Total Sales	+13	+12	+6	-1	+3	157	179	170
Hardware:								
South Atlantic	+11	+16	-2	+2	+2	259	279	295
East South Central	+22	+23	+3	+6	+8	233	269	267
West South Central	+6	+11	-1	+1	+3	267	276	293

Wholesale Hardware Sales and Inventories
(From U. S. Dept. of Commerce Monthly Report)



"Where's the best fishing skipper?"

And from his years of fishing fish for eager anglers, the skipper tells his customers where the fish are running; confidently heads for the grounds.

SO...WHEN PEOPLE ASK YOU:

"— and why are **Bristol** Rods best?"

they're showing the same respect for your product knowledge as fishermen give to experienced skippers.

And this year you can increase your enthusiasm for Bristol Fishing Rods. For Bristol's 1953 line is built with new materials — new features — new fittings — new finishes. Every Bristol Rod is either brand new or a famous favorite redesigned to look better, fish better.

Now Bristol fresh and salt water rods are fashioned in translucent, green glass — a gleaming, glamorous green with a finish as smooth as silk. Bristol rods look smooth — are smooth.

Bristol has everything: high quality — perfect balance — rapier-like action — alluring beauty — and priced right for every wallet. Your customers no longer have to be "one rod" anglers. They can easily afford to have the exact rods required for different types of fishing; enjoy owning a few spare and extra Bristols.

Show and know Bristol's 1953 line; write Sealand inc for the new Bristol Fishing Rods catalog.

The World's Only
SELF-MEASURING LINE

**Rain-Beau
Stop
Lite**



ANOTHER
Sealand
PRODUCT

Stop Lite — a terrific, new casting and spinning line with the fishing world's unique, built-in feature — automatic line measuring. The first 33½ yards are green, the second 33½ tan and the third 33½ red — giving an instant check on the amount of line out; the amount remaining on the reel. Stop Lite is "stretch-controlled" — practically kink and twist-proof — smaller per lb. test than any other braided line. Display Rain-Beau Stop Lite for extra profits.

Write **Sealand** for colorful, new Rain-Beau catalog

5¼ oz. fresh water spinning rod — 7' with fold-down lead guide — 5 single ring guides and off-set top chromium-plated — ferule anodized aluminum — solid cork grip with adjustable brass chrome-plated reel seat and metal butt cap.



2-piece salt water spinning rod — 7½' tip — 6 graduated fold-down single-ring guides, off-set top, all chromium-plated. Water-and saltproof finish — 24" double cork butt and sliding chrome-plated brass reel seat with nickel silver mushroom butt cap.

Buy — the Sports Brand Millions Demand!

Sealand
Torrington, Connecticut

Since 1826

NEW YORK • CHICAGO • ATLANTA • LOS ANGELES

UNION HARDWARE CO.
THE SPRINGFIELD CO.

BRISTOL HORTON, INC.
JOSEPH T. WOOD CO.

RAIN-BEAU PRODUCTS CO.
THE T. H. WOOD CO.

**If we really want to stop the
trend toward a welfare state—**



Let's Stop Asking

By GEORGE SMATHERS

United States Senator from Florida

ONE OF THE political conundrums of the day is tied closely to the problems arising from the federal government's distribution of taxpayer's largesse.

While there is both "viewing with alarm" and "pointing with pride" in the current scene, few can answer with any degree of confidence these questions:

Can we stop asking Washington for it?

Can we really resist the "Gimme Boys"?

I am a Jeffersonian Democrat and I am sincere in my convictions that Jefferson, a great leader in his day, had a true vision in pointing this nation toward a right and true course. Jefferson believed in little government.

"What is necessary," he asked in his First Inaugural, "to make us a happy and prosperous people?"

"A wise and frugal government, which shall restrain men from injuring one another, which shall leave them otherwise free to regulate their own pursuits of industry and improvement, and shall not take from the mouth of labor the bread it has earned. This is the sum of good government."

It is not to examine how far we have strayed from Jefferson's preachments that I write, but to ask the questions stated above, and to ask you to inquire as to what direction we are heading.

To find our answer, we can get more lessons from history than we can draw from prophecy based on our own convictions.

There once lived a popular political leader who seemed destined to change the basic economic and political concepts of his nation. He had a good background—he was a member of one of the nation's finest families, he had a good education and he had the ability to influence people with his charm of manner, his oratorical ability, and his manifest qualities of leadership.

It was virtually foreordained that he would become the administrative chief of his nation.

Attaining this post with its power, he set about to

improve the lot of the common man with a paternalistic program of economic planning and social reform.

Prices and wages were set by government decree. All or virtually all of the tax load was placed upon the upper and middle income groups. Special benefits were provided to various groups, and government pensions, unemployment compensation, and regular grants in all categories of welfare were begun.

Government bureaus were set up throughout the nation to administer this program.

The leader's ego thrived. There are indications in the history of the period that he considered himself incapable of error.

But after a decade or less, the reform plans went awry, and both the common man and his uncommon neighbor were in trouble. The monetary structure of the nation sagged; the economic planning wasn't paying off. Money values were manipulated but this only added to the country's woes.

To cap the climax, members of the administration finally were caught stealing public funds.

After ten years, the country was weakened morally and near bankruptcy. The nation still had strength enough to remove from office the impractical reformer, and his abortive schemes were abandoned. But the damaging effects remained for a long time.

Called a savior and peerless leader at the height of his power, he later was termed by some historians as "charlatan" and "imposter."

His name was Wang An-Shih. He was head of the nation in China from 1069 to 1079.

Historians are not in full agreement on the long-range extent of injuries done by the ten years of political paternalism and economic planning. But history does record that the nation did not have the necessary moral and physical strength when some years later the godless hordes of Genghis Khan, bent on world conquest, overran and plundered the whole country.

REPRINTS up to five will be furnished without charge.
Larger quantities will be supplied at cost, 3c each.
W. R. C. SMITH PUBLISHING COMPANY
806 Peachtree St., N.E., Atlanta 5, Ga.

Washington For It!

No. 7 of a series on problems of business and government

History tells us in other lessons of the dangers from the "Gimme Boys" who thrive on power seated in the central government. Back in the Seventeenth century the individualism of the English common law saw dangers in a continuous resort to central authority for every need and every problem.

Lord Coke translated the well-known initials, S.P.Q.R. not as the Latin abbreviation for the "Senate and People of Rome" but as "*Stultus populus quaerit Roman*"—"A foolish people runneth to Rome."

Similar dangers exist today. Too great reliance upon the distant and unwieldy central government dries



up the springs of initiative and interest in local government upon which the life of a democratic and free people depends. It stimulates greedy requests for needless appropriations to serve local political promises regardless of the general economic welfare of the country. Moreover, it makes for inefficiency and waste.

No President, however competent and conscientious he may be, can possibly give adequate thought to the vast quantity of complex issues entrusted nowadays to the chief executive. No Congress, however hard-working, can possibly give thorough consideration to the huge stream of bills poured into the governmental hopper in Washington, or to the astronomical appropriations which the present overgrown central



SENATOR SMATHERS, at the age of 39, is one of the outstanding young men in the Federal government. In his first public office, assistant U. S. attorney in charge of the Miami (Florida) office in 1939-41, he attained such wide recognition that immediately following his three years with the U. S. Marine Corps during the war, he received a United States Attorney General appointment to prosecute war fraud cases where again he had an outstanding record. In 1946, heading a militant group of young people, he was elected a member of Congress, serving with such conspicuous success that in 1950 he achieved the political upset of the year by rather easily defeating the veteran Claude Pepper in a race for the U. S. Senate.

government is making and ever enlarging.

The endlessly staggering fact about the U. S. Government of 1953 is the number of things it has a policy about, and the profusion and power of its instruments.

Our government has a policy about Camel cigarettes as well as battery acids; it has policies about foot-and-mouth disease, color television and railroad fares as well as a would-be policy about the state's coastal waters and even the natural resources found on the property owned by some states.

It is true that some of these policies are decreed by Congress but some are the simple creations of administration and some have come to have the force of policy when based on nothing more than whim or political expedience of temporary holders of authority.

The U. S. Government has grown to be the biggest example of almost every material thing of which we have examples—the biggest employer (2,500,000), the biggest owner of capital assets, the biggest spender with an income of 68.7 billions and a budget of 70 billions (dollar estimates for 1953). This year it will buy something like 35 million pencils and 168 thousand erasers and 72,000 yards of red tape (they actually do use it—to bind documents). Its accumulated records would fill seven Pentagons and there is need for yet more space. For it is destroying old records at the rate of two million cubic feet a year, but filing away new paper at the rate of two and one-half million cubic feet a year.

Services Sound Alluring

No benefactor imaginable could ever offer you a fraction of the services and "things" you can get from your federal government. You may get a free education, a pension, a homestead in Alaska. You can get your old firearms identified, a Japanese sword classified, or a 30-day weather forecast. You can ask for dredging or damming of a stream, or government help to plan a small business or lay out a retail newspaper advertising campaign. You can get advice on fertilizers or plant pests, testing of your soil, or preparation of application for a government loan to build a barn.

For small sums you can buy art prints, "proof" coins, maps, two daily government newspapers, and any of 70,000 other publications on a variety of subjects. You can even buy rugs, a lighthouse, or an island through the government, but the sums involved are not nominal. The government will help you christen a mountain. It will even help you plan a community or find a missing person.

There are a great many other services your federal government renders. It helps support the needy blind and dependent; it builds highways, operates a barge line and a railroad, inspects meat, sells electric power, sponsors your clubs, insures home loans and bank deposits (and lives); it tells housewives how to sew slip covers; it subsidizes ships, and airlines; it buys millions of pounds of eggs and butter.

It runs employment offices and settles strikes, loans cattle to the Indians, runs a film exchange, issues

patents, supports farm prices and sells synthetic rubber, besides buying some of nearly everything produced in the country; it provides low-cost housing, protective tariffs, free navigation aids to shippers, medical care to veterans, and statistics to bankers.

Yet, with all that, we are not yet past the point of no return from the welfare state; we have plenty of room to maneuver within the framework of constitutional democracy.

Fortune magazine editors say that with all of our services, "What has emerged is no 'welfare state' by British standards and certainly no police state by any standards. It is, however, a government engaged in a fabulous number of services to the citizens and restraints upon the citizen."

This system of services sounds alluring to the many of our citizens but we must not forget we give up something in return when we ask Washington for it.

It was because the creeping BIGNESS of government is to be feared that I, as virtually the sole member of the Senate to do so openly, opposed the creation of the new Department of Health, Education and Welfare. If we are not yet to the Welfare State point, I do not think we have sufficient expanse left to continue taking such broad steps in that direction.

Nineteen centuries ago, Plutarch wrote that:

"The first destroyer of the liberties of a people is he who first gave them bounties and largesse."

That wise man whose counsels have lived through the centuries was talking of the destruction of the Greek civilization by its conversion to a welfare state, and of the end of the Roman state, which did not learn the lesson from the Greeks and Egyptians.

The same truths which filled Greece and Rome will destroy us. Why should we be exempt? If we are to look to Washington to fill every need, as the Greeks looked to Athens, and as the citizens of the Empire looked to Rome, what are we losing? Is our individual freedom less important than comfort? Our forefathers came to this country seeking not comforts and "security" but a freedom that knows no bounds, and they achieved their goal literally through blood, sweat, and tears; and with all the hardships, suffering and sacrifice, the fruits of their victories were sweet and few turned back.

Without this God-given liberty which always must be wrested from the world, we can still have security. The totalitarian state offers "security"; we must want more.

The great liberal minister of Washington, Dr. Powell Davies, tells us that "Democracy as contrasted with Marxism is founded upon the significance of the individual." He says:

"It is this significance that is fundamental and not the collective significance of the society. . . . What it does mean is that the society shall liberate the individual and not dominate him; that it shall enhance his significance and not belittle him; that it shall invite his free participation and not enslave him; that it shall respect him and not demean him. The government is his servant and not his master; his leaders are his agents, not his rulers; his fellow men are individuals like himself, his neighbors and his fellow

(Continued on page 44)

SSIRCO Hits a New High!



IN NAME BRAND PRODUCTS

Businessmen agree that the secret of success hinges on giving top-dollar value and customer satisfaction. The surest way to follow this formula is to sell name brand products that are known for their quality, value, and performance.

SSirco-distributed products are all nationally-advertised, quality products that assure customer satisfaction . . . bring them back for repeat business. Designed to appeal to your customers, priced to appeal to your business judgement, they are easy to sell and easy to stock. From 16 SSirco warehouses you get convenient overnight or drive-in, pick-up delivery—cutting inventory investment.

Order now . . . and hit a new high in sales and profits with SSirco-distributed products.



FOR A NEW HIGH IN ALL 3—QUALITY, PROFITS, AND DELIVERY
—WRITE OR CALL YOUR NEARBY SSIRCO WAREHOUSE



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SOUTHERN STATES IRON ROOFING COMPANY

Savannah, Ga.
Atlanta, Ga.
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Miami, Fla.
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Birmingham, Ala.
New Orleans, La.
Nashville, Tenn.
Memphis, Tenn.

Louisville, Ky.
Columbia, S. C.
Raleigh, N. C.
Richmond, Va.

HARDWARE

INDUSTRY NEWS

Douthat to Head Warm Morning Sales

LOCKE Stove Co., Kansas City, Missouri, manufacturer of Warm Morning coal and gas heating stoves, has announced the appointment of E. M. (Ned) Douthat, Jr. as sales manager, effective May 1.

Mr. Douthat has been associated with Locke Stove Co. since 1940,



E. M. Douthat

and for the past two-and-one-half years has held the position of production manager. He will succeed Frank R. Hyde, who leaves to head his own firm, Frank R. Hyde & Co., Nashville, Tenn., the new exclusive wholesale distributor for Warm Morning heaters and other Locke Stove Co. products in central Tennessee and southern Kentucky.

Fastov Elected Chairman of Paint-Varnish Group

BENJAMIN FASTOV, president of Colonial Brush Manufacturing Co., Boston, Mass., was elected national chairman of the Paint & Varnish Division of the American Brush Manufacturers Association, at the recent annual convention of the Association in White Sulphur Springs, West Va.



Benjamin Fastov

Mr. Fastov's election to this post coincides with the tenth anniversary of Colonial Brush in the field of paint brush manufacture.

RPM Appoints Magers Asst. Sales Manager

MAL MAGERS has been named assistant sales manager for RPM Manufacturing Co., Lamar, Missouri, according to Sales Manager Roger Nelson. Mr. Magers formerly was territorial factory representative for the company, which manufactures and markets rotary power lawn mowers, and will be replaced in the Northwest territory by Bob Smith.



Mal Magers

Rudiger-Lang Moves Eastern Sales Office

THE EASTERN sales office of Rudiger-Lang Co., manufacturers of aluminum Tension-tite window screens, has been moved to Suite 310, International Trade Mart, New Orleans 12, La. This sales office, formerly located at the firm's Toccoa, Georgia plant, is managed by John Disimone. The new telephone number is Tulane 7186.

Lowe Bros. Names Jordan Trade Sales Manager

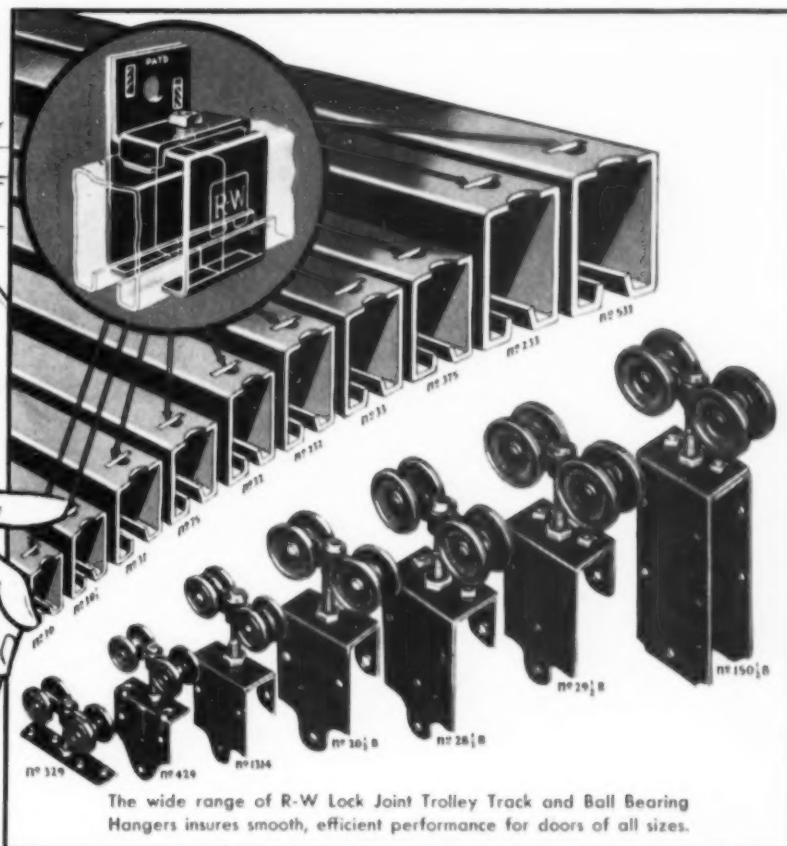
LYMAN K. JORDAN has been appointed trade sales manager of The Lowe Brothers Co., Dayton, Ohio, according to an announcement by W. C. Rhodes, general sales manager.



Lyman K. Jordan

Mr. Jordan began his career with Lowe Brothers in 1936 as a territory salesman in the eastern district, with headquarters in Jersey City. Later he moved to the firm's Boston offices as district sales manager. In his new position as trade sales manager, he will plan and coordinate all sales activities on trade sales products.

(Continued on page 22)



On the farm, in industry, in the home . . . Richards-Wilcox has "a hanger for any door that slides" . . . providing you with the right answer to every door hardware requirement. Write for catalogs and full information on the complete R-W line and services. Insure customer satisfaction and increased door hardware profits . . . this year, next year, every year . . . with R-W equipment.

"A HANGER FOR ANY BOOK THAT SLIDES"

SLIDING DOOR HANGERS & TRACK • FIRE
DOORS & FIXTURES • GARAGE DOORS & EQUIP-
MENT • INDUSTRIAL CONVEYORS & CRANES
• SCHOOL WARDROBES & PARTITIONS •
ELEVATOR DOOR OPERATING EQUIPMENT

Fitler Holds Formal Opening in New Orleans

APPROXIMATELY 250 persons attended a luncheon in New Orleans, preceding the formal opening in April of the new million-and-a-quarter-dollar plant of the Edwin H. Fitler Co., wholly-owned subsidiary of the Columbian Rope Co., Auburn, N. Y.

Following the luncheon and reception, guests visited the new Fitler plant for a tour of inspection.

The Edwin H. Fitler Co. was established in 1804. In 1948, it was purchased by the Columbian Rope Co. Edwin R. Metcalf, president of Columbian, also serves in



Edwin R. Metcalf

the same capacity for the Fitler concern. In 1951, announcement was made by President Metcalf that the Fitler firm was losing its land and buildings to the U. S. Arsenal in Philadelphia, necessitating a new location for the Fitler Co. The Port of New Orleans was selected because of its facilities for serving the company's southern customers, and approximately 10 acres of land was leased for the new plant. Ground was broken on February 8, 1952.

The new Fitler plant, containing 145,000 square feet of floor space, is of L-shaped construction, one-story high, with corrugated transit siding. The large wing of the building is 440 feet by 200 feet, while the smaller wing is 264 feet by 150 feet. Present plans call



James F. Kirkpatrick

for the production of manila and sisal rope, twine, binder and baler twine, and other cordage products.

James F. Kirkpatrick, assistant treasurer of the company, is resident manager of the plant in New Orleans; James B. Reber, assistant secretary of Fitler, was the resident engineer supervising construction; Henry Hamscher, Jr., vice president of Fitler, and George S. Prechtel, sales manager of the company, are located at the main sales office in Philadelphia.

Mower Institute Plans First Annual Meeting

THE FIRST annual meeting of the Lawn Mower Institute will be held June 26 in Chicago, according to an announcement by Harold Howe, executive secretary of the organization.

Representing 40 manufacturers

who now belong to the Institute, 700 persons are expected to attend. "The purpose of the Institute is to serve the industry as a whole," Mr. Howe said. "In recent years the production of lawn mowing equipment has grown from a volume of \$10 million a year to more than \$100 million a year. It was felt that an institute was necessary to advance the welfare of the industry; and we are anxious to have every manufacturer of lawn mowers as a member and present at the meeting."

Headquarters of the organization are in Washington, D. C.

J&L Constructs New Atlanta Container Plant

EXPANSION and modernization of its container plant in Atlanta was announced recently by the Container Division of Jones & Laughlin Steel Corp., which will be operating in a new plant in Atlanta in the fall.

The present 4-story manufacturing plant has been sold to Chattahoochee Industrial Warehouse, Inc. The new plant, to be a 1-story, modern industrial building containing in excess of 100,000 square feet of space, is being built in the new Atlanta industrial district, on a plot of ground containing approximately 8.3 acres. Construction was begun in March, and the company expects to begin moving its machinery and equipment into it in August.

The old plant, acquired by Jones
(Continued on page 24)



Edwin H. Fitler Co.'s new plant in New Orleans



Here's a Profit Line that REALLY MOVES

Your Customers
Know and Buy
J&L Ware

Turnover and profit on the sale of galvanized ware are yours when you stock and display the J&L line. People know the J&L name—they have confidence in its reputation for quality and sturdy service. They buy it when they see it in your store.

J&L Ware is priced to cover the big volume market . . . and yield a healthy profit to every hardware dealer. Your local Hardware Jobber can provide you with complete information concerning prices and deliveries. Call him today—get those extra profits with J&L Ware now.

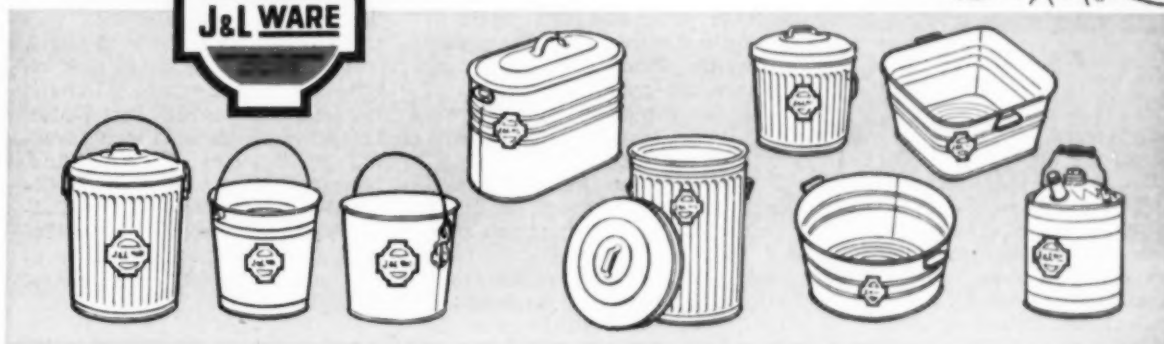
JONES & LAUGHLIN STEEL CORPORATION

Container Division

NEW YORK 17, NEW YORK

Galvanized Ware Plants: Toledo, Ohio, and Atlanta, Georgia

**J&L
STEEL**



& Laughlin in 1950, was operated by a subsidiary company known as the J&L Steel Barrel Co., which was merged into the Container Division of J&L last year. This division now operates container manufacturing plants in eight cities throughout the United States.

The Atlanta Container Plant is headed by E. L. Brintley, plant manager; Jack Browne, district sales manager in Atlanta for the Container Division; F. T. Barton, general manager of J&L's Container Division; and the Division is under the direction of A. A. Archibald, director of special products and services for J&L. R. R. Garrison, district sales manager, heads J&L's district sales office in the Healey Bldg., Atlanta.

Napko Names McPherson Director of Trade Sales

F. L. McPHERSON has joined the Napko Paint & Varnish Works, Houston, Texas, as director of trade sales, according to President E. D. Konken. Mr. McPherson for-



F. L. McPherson

merly served as trade sales manager of the Marietta Paint & Color Co., and has spent 20 years with the Lowe Brothers Co. At Napko he will assume direction of all trade sales activity, including supervision of Napko retail stores, warehouse branches and independent distribution.

With offices at Napko's main office and production plant in Houston, he will operate throughout the primary Napko marketing area in the states of Texas, Louisiana, Mississippi, Arkansas and Oklahoma.

Summer Housewares Show Promises to Set Record

THE LARGEST summer housewares show in history will greet buyers attending the July, 1953 National Housewares Exhibit in the Auditorium, Atlantic City, N. J., according to A. W. Buddenberg, executive secretary of the National Housewares Manufacturers Association.

In session July 13-17, the show will be the 19th national exhibit operated by the NHMA and the sixth successive exhibit held in Atlantic City. A total of 540 manufacturers will display their lines of merchandise to an estimated 7,000 buyers. Exhibitors will utilize every available square foot on both levels of the large seaside exhibit hall and occupy 860 booths covering more than 135,000 square feet of space.

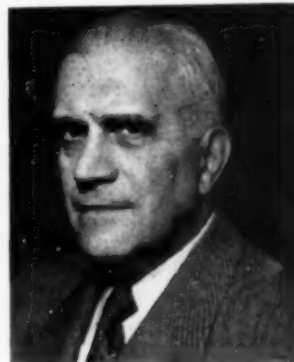
Approximately 7,000 buyers throughout the country and Canada again will be mailed advance registration cards and a list of exhibitors and their booth numbers.

Remington Appoints Riehl to New Managerial Post

R. H. COLEMAN, vice president and director of sales, Remington Arms Co., Bridgeport, Conn., announces the appointment of A. A. Riehl as manager of Remington and Peters trap and skeet shooting promotion activities.

Mr. Riehl has been identified with the shooting sports for many years. He joined Remington's staff of field representatives in 1931, making headquarters at San Francisco. While most of his field activities have been confined to the

West Coast area, he is well known to the shooting fraternity throughout the country, having served as cashier at many major tournaments, including the Grand American Handicap tournament, Pacific Indians shoot, and the National Skeet Shooting Championships.



A. A. Riehl

With headquarters at Bridgeport, he succeeds C. G. Peterson, whose work as manager of Remington's law enforcement officers promotion section has been broadened materially.

McKay Appoints Lovelady Chain Representative

THE MCKAY Co., Pittsburgh 22, Penn., announces the appointment of John W. Lovelady as representative for McKay commercial and industrial chains in Texas, Oklahoma, Arkansas, and Louisiana.

Mr. Lovelady, with offices in the Burk Burnett Bldg., Fort Worth, Texas, has been associated with the McKay Co. for 25 years, serving as a representative on other McKay products. Although his central office is in Fort Worth, he has two additional men covering the territory: Earl McClure, based in Houston, and Harley Willey, Jr., with headquarters in Dallas, both of whom will handle McKay chain products, according to an announcement by General Sales Manager F. A. Kaufman.

(Continued on page 46)



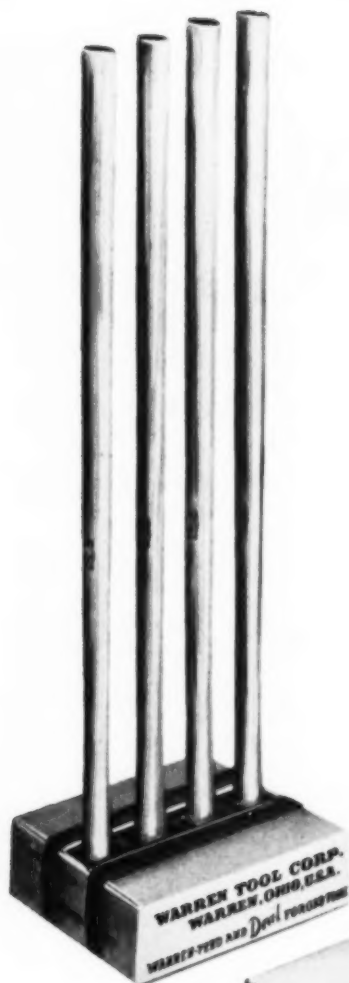
How a number helps you sell more tools . . .

Here's another "security" number for you—No. 53614—
it's the mill heat number of the steel used in this sledge.
And, herein lies a Warren Tool "quality" story which your
customers will **accept AND buy**.

This sledge was heat treated, and the physical and
chemical properties were recorded under the mill heat
number 53614. During the past decades, thousands of
heats of steel have preceeded heat No. 53614. Thus, a
history and invaluable experience record, established
under this number, is added to previous statistics.

To give you a uniform end product—in batch after
batch of tools—year after year, we specify steel according
to these records of experience. Heat treating is also
controlled on this basis.

Yes, the research continues. You'll see "security"
numbers on every sledge just like No. 53614. They are
your assurance of quality today and ten years from now
. . . a strong sales point for you.



No. 84 Double-face Blacksmiths'
Sledges — packed 4 per carton,
handled or unhandled.

WARREN-TEED
Tools

WARREN TOOL CORPORATION

General Offices . . . Warren, Ohio

Export Division . . . 30 Church St., New York 7, N. Y.



Swan Announces Another **FAST-SELLING, PROFITABLE Swan**

It's a Hardware Merchant's Natural!

There's a big demand for a hose that will handle gasoline, oil, air, gas, greases, paints, varnishes, solvents, chemicals, insecticides, and any and all other liquids, under pressure.

Heretofore a special type hose was required for each of these items, making inventories unwieldy and slow in turning over. Now Swan's new, exclusive ALL-PURPOSE HOSE handles

any and all materials with safety and satisfaction!

Now you stock just one type hose—Swan ALL-PURPOSE HOSE in a few sizes, and you can take care of most every need, quickly and efficiently.

Selling Swan ALL-PURPOSE HOSE is a new day-in, day-out, year-round business that will build store traffic, boost sales volume, and profits for you!

**ORDER *Swan* No. 400
ALL-PURPOSE HOSE UNIT
FROM YOUR *Swan* JOBBER TODAY!**

***Swan* ALL-PURPOSE HOSE UNIT No. 400
Consists of this Display Merchandiser
and four 200 ft. coils of *Swan*
ALL-PURPOSE HOSE in the popular sizes!**

Your Cost \$204.00

Resale Value \$340.00

YOUR PROFIT.. \$136.00

**So call your *Swan* Jobber Now
or write to *Swan* Rubber Co. Direct
For Full Details!**

**REFILLS
ARE EASY!**

ALL-PURPOSE HOSE comes wound on strong fiber-board drum which is easy to insert in merchandiser. Discard empty drum—nothing to return to factory!



REQUIRES SMALL FLOOR SPACE
Display Merchandiser
Measures only 15" wide, 13½" deep
67" high.

New and Exclusive Product! . . .

ALL-PURPOSE HOSE!

**SWAN
ALL-PURPOSE
HOSE**

**will be Nationally
Advertised!**

Here are Features You Can Sell!

1 **SPECIALLY COMPOUNDED TUBE
HANDLES AIR, GAS, AND ANY AND
ALL LIQUIDS, UNDER PRESSURES!**

2 **STRONG RAYON CORD
REINFORCEMENT INSURES
HIGH WORKING PRESSURES!**

3 **TOUGH, WEAR-RESISTING NEO-
PRENE COVER RESISTS SUN-CHECK-
ING, ABRASION, WEAR AND TEAR!**



Swan will tell the story of SWAN ALL-PURPOSE HOSE to farmers, home-owners, operators of garages, filling stations, local industries, exterminators, contractors, and others who need this type hose.

These advertisements will point out that LOCAL HARDWARE MERCHANTS can take care of special hose requirements quickly and efficiently, thus preventing costly delays while waiting for a special type hose

to come from the factory or some large jobber as has formerly been necessary.

Here is a product and a service that only you—the local HARDWARE MERCHANT can give—it's a wonderful store traffic builder, as well as a volume and profit booster! There's little or no competition—and it's profitable, repeat, business!

**"Your Swan Line is
One of Our Top Lines!"**

Says HARTMAN HARDWARE of Fremont, Iowa

Gentlemen:

We are glad to report to you the fine measure of success that we have enjoyed in the past several years in selling Swan Garden Hose. We first bought the line from Harper & McIntire, our wholesale distributor, about five years ago. Since that time our sales have grown steadily, and also our profits on Garden Hose.

Your Swan Merchandiser makes selling Swan Hose very easy, and we also use your many other sales helps with great success.

Your Swan line is one of our "top lines" and we are glad to recommend it to all dealers as a line for increase in volume, also in profits.



SWAN RUBBER COMPANY • Bucyrus, Ohio

World's Largest Manufacturer of Garden Hose

MILLIONS

laugh and play with
SOUTH BEND CROQUET!



Why?—

- 1 The one game the whole family can play
- 2 Inexpensive
- 3 12 models meet every family requirement
- 4 Satisfies increased interest in family recreation

SALES REPRESENTATIVES

East—Julius Levenson, 7 East 17th St., N.Y.
South—Louis Williams & Co., 3rd National Bank Bldg., Nashville, Tenn.
Midwest—South Bend Toy Mfg., So. Bend, Ind.
Calif. & S. W.—Anderson Sales Company, 730 W. 10th Place, Los Angeles 15, Calif.
Denver & Pac. N. W.—Leo Scherrer, 2840 W. 93rd St., Seattle 7, Wash.

SOUTH BEND TOY MFG. CO.
SOUTH BEND 23, INDIANA

SOUTH BEND
Croquet

AMERICA'S FAMILY GAME

WHOLESALE NEWS

Notable Anniversary for Walker D. Stuart

ON APRIL 15 Walker D. Stuart completed his fiftieth year as president of Richmond Hardware Co., hardware wholesalers of Richmond, Va. It is considered a remarkable accomplishment to be connected with one company for so many years in any capacity; while the record of having served as president of his company for a full half-century probably has never been equalled in the hardware industry.

To commemorate this notable anniversary, all members of the Richmond Hardware Co. organization joined in a surprise party for Mr. Stuart on the evening of April 15. At that time Mr. Stuart was presented with a handsome watch by the employees of the company and with a beautiful oil painting by his fellow officers and directors.

M. W. Riddell, assistant to the president of Richmond Hardware Co., also was an honor guest at the surprise party, as he recently completed 50 years of service with the company; and he was presented with a watch by the company employers and a set of sterling silver candelabra by the officers and directors.

Death of E. D. Peden of Peden Iron and Steel

E. D. PEDEN, executive vice president and a member of the board of directors of Peden Iron and Steel Co., Houston, Texas, died May 6.

Death occurred at the Peden lodge in Rockport, Texas, where Mr. Peden had gone for a brief rest.

A life-long resident of Houston, Mr. Peden, early became associated with Peden Iron and Steel Co. which had been founded by his father E. A. Peden and an uncle, D. D. Peden. He remained with the company during his entire business career, filling almost every job in the company.

Active in the business and social

life of Houston and a leader in the hardware industry, Mr. Peden, who was 52 years of age, had represented his company in the Texas Wholesale Hardware Association and the Southern Wholesale Hardware Association for many years.

At the time of his death he was president and member of the advisory committee of the TWHA.

Surviving are the widow; two daughters; his mother, Mrs. E. A. Peden, two sisters and one brother.

Fones Bros. Promotes Middleton to New Post

PATRICK H. MIDDLETON has been appointed manager of the Builders Hardware Department at Fones Bros. Hardware Co., Little Rock, Arkansas, according to an announcement by Col. Robert H. Baker, president and treasurer of the firm. Mr. Middleton, whose appointment became effective May 1, succeeds Fred Gregg, who recently resigned.

Beginning as an order clerk in the warehouse and progressing to various departments, including the city sales desk, Mr. Middleton has been with Fones Bros. Hardware Co. for several years, serving as assistant manager of the Builders Hardware Department for the past three years.

David Howe, Jr. has been named assistant to Mr. Middleton.

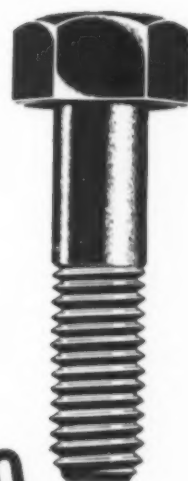
Higginbotham Hardware Co. Suffers Storm Damage

WACO'S TORNADO of May 11 put the Higginbotham Hardware company, wholesalers of that city, out of business temporarily and there will be a loss from water damage to stock, according to J. W. Barnes, vice-president and general manager.

Barnes received a slight scratch during the wind storm and one other employee received an injury of such superficial nature that the phrase, "none was injured" does

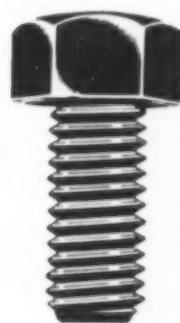
(Continued on page 50)

TOUGH HEADS...



SHARP THREADS...

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- Tough heads to outlast hard-muscled mechanics, armed with heat-treated wrenches...

Sharp threads that will tighten smoothly and powerfully with full engaged-thread area to resist pull-out.

Republic Upson Cap Screws are but one member of the family of Republic Upson products... more than 20,000 styles, sizes, and types of highest-quality precision-made fasteners for all industries.

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single loop

Reap a harvest of profits with **DIXISTEEL** Bale ties—Coiled baling wire

ASAE standard
specifications



Dixisteel Coiled Baling Wire is now available for these automatic balers:

- John Deere
- Oliver
- New Idea
- International Harvester
- Minneapolis Moline
- New Holland

Cattle raising continues to increase in Dixie. This calls for more hay and forage. The result is greater demand for bale ties and baling wire for automatic balers.

Be ready when harvest time comes. Have plenty of DIXISTEEL Bale Ties and Coiled Baling Wire in stock. Order now from your hardware wholesaler or jobber.

ATLANTIC STEEL COMPANY • ATLANTA, GEORGIA

"Do It Yourself" trend is building new Profits from Power Tools

DISPLAY is a first essential in selling power tools—but for big profits and fast turnover, you must first select a brand-name line and then sell the need of the tool, says Carl Higginbotham of General Hardware & Supply Co. in Memphis, Tennessee.

While Higginbotham, vice president and general manager of the large, modern store in east Memphis, quite modestly will tell you he is doing a "good business" in power tools, his distributor will tell you enthusiastically that Higginbotham is doing "the best job of selling hobby tools of any hardware dealer in Memphis."

An estimated 11,000,000 Americans are woodwork hobbyists, and the saturation point is nowhere in sight. Higginbotham saw the profit potentialities of power tools five years ago, selected a good, popular-priced line, and installed an eye-catching display. But his selling methods went even further. He has used no magical formula and has no secrets, but he does get unusual results.

He has this to say about the line:

"To do a thorough job of selling power tools, the dealer must believe that everyone can buy a tool. The dealer also must see the many uses and advantages which tools offer the average home-owner.

"Fortunately, our store is in a large, fast-growing section of home-owners. Power tools sell much better in an area dominated by home-owners, for they not only have need of power tools from time to time in making repairs and improvements, but frequently they have the space in which to equip or build a workshop, plus the incentive to create. On the other

Soaring maintenance costs have prompted increasing numbers of home-owners to do their own work, resulting in an expanding market for power tools and supplies

By Richard Lane

hand, a person renting a house normally is a poor prospect for hobby tools, unless he uses them in his work.

"A dealer can sell many power tools, especially saws and drills, to carpenters and other customers who need them in making a living. We have sold as many as six

or eight power saws to the same carpenter for use of his helpers on sub-contract jobs.

"Price, of course, is an important factor in selling power or hobby tools. Our line is popularly priced—the highest priced tool is approximately \$85—and that puts the item within reach of practically



Carl Higginbotham, right, general manager of General Hardware and Supply Co., points out the various features of a power saw to a customer



Many customers are encouraged to buy power tools on a convenient 30-60-90 day installment plan. Here, Higginbotham writes up sale ticket for customer who has been sold on advantages of power tools

everyone. Yet, every customer cannot pay cash for an \$85 saw, a \$37.50 sander-polisher, or even a \$19.95 drill. For this reason, we encourage home-owners to use our 30-60-90-day payment plan in buying hobby tools.

"We know most of our regular customers well. We make it our business to know them. Many are office workers and salesmen—just the type to enjoy working in a hobby shop at home on week-ends. We 'talk tools,' stimulate their interest, make their home improvement or repair problems our problems, and sell them on the ease, speed, and fun of working with power tools. This power of suggestion should not be overlooked by dealers in selling such tools. By helping the customer plan his work, you can make many sales."

Sales of power tools lead to profitable sales of many other items, including paint, varnish, shellac and builders hardware, Higginbotham pointed out. In fact, power tools have served as a complete tie-in with all hardware at General Hardware & Supply Co.

"We use no specialists in selling hobby tools," Higginbotham continued. "We have four salesmen on the floor, and each is qualified to demonstrate. A good demonstration often will amaze—and sell—the customer. In fact, most prospects really become completely interested when you show them

all the construction work, repair and hobby work they can do with such tools. For example, we emphasize such things as the construction or repairing of the home, garage, sun porch, utility shed or workshop, boat, rumpus room and furniture, remodeling of the attic, as well as construction of cabinets, bookcases, lawn furniture, pantry shelving, picture frames, picket fences, coffee tables, model toys,

bird houses, and the repairing of toys and children's equipment.

"For the mechanically-minded customer and the car owner, we stress such advantages as power polishing of hardware and housewares, removing of rust from metal burrs, repairing of farm machinery, polishing of cars and linoleum, and other such uses."

To encourage the customer in the use of hobby tools, Higginbotham sells such popular aids as the *Better Homes & Garden Handyman* book and the *Family Handyman* magazine. These, he said, are good for suggesting novel ideas.

"We believe we are fortunate in having a line that is lightweight, easy to handle, and with complete safety features," he continued. "We also feel fortunate in having a factory-service branch in Memphis. No matter how good the tool, or how little there is to get out of order, there sometimes may be a service problem. We charge nothing for delivering the tool to the factory-service branch and then returning it to the owner after service. We impress upon customers that such service is fast, dependable, simple and economical. This is an important selling point, especially where the buyers are carpenters.

"Another advantage in having a factory-service branch nearby is the small inventory problem. With quick distribution, we can carry a

(Continued on page 44)



Attractive display has an important role in the promotion of power tools and to further encourage customers. Higginbotham sells guide books that are of interest not only to customers engaged in handling their own maintenance work but also to customers who have their own hobby shops



Is Self-Service the Answer to high operating costs?

EFFICIENCY is a characteristic that is prized highly in this country of ours. Our factories are the most modern in the world. Each day sees more efficient machines being built, better medicines being developed, and newer products being designed. Yet there is one machine that has been only slightly touched by all this inventive genius of recent decades. That is the retailing machine, the hardware store.

Consumer groups and economists have been calling attention to the "high costs of distribution" for more than twenty-five years. Actually they are shouting about the "high cost of retailing" since the biggest share of distribution costs are found in the retail store.

Costs Soar

In the last few years the retailer himself has been finding that "high costs" are not just talk. Costs since the war generally have been going up faster than sales volume. Gross margins have stayed about the same. The net result of this has been for net profits to tumble. It seems odd that sales volume could be the highest in history, yet the hardware dealer today probably is not making, percentage-wise, any larger net profit than he was in 1936. His machinery, the traditional style hardware store, is not as efficient as it once was. To quote a political phrase, isn't it "time for a change?"

In view of this trend, it is apparent that hardware retailers

By William Emory
College of Bus. Admin.
University of Florida

need to do something. What should it be? Margins cannot rise indefinitely because of pressure from the manufacturer. Even more important is competitive pressure from stores such as supermarkets, drug stores, and the like. In fact, it possibly will be increasingly difficult for hardware retailers to maintain traditional margins in the face of competition growing from these other stores.

There is some chance to keep ahead of creeping expense ratios by intensive sales promotion. However, this cannot be done indefinitely, nor will competing types of stores take this lying down. They are going to keep the business they have obtained and take more away from hardware dealers if they can.

It is obvious that expenses must be cut. And it also is possible that margins may have to be reduced. When these two problems are combined one solution may lie in self-service. The term "self-service" seems to be distasteful to some merchants. They feel that it is "cheap" retailing and just a little below their dignity. In some exclusive New York 5th Avenue shops they may be right, but those are not hardware stores.

The regular retail selling operation too often is an inefficient method. The ups and downs of cus-

tomers traffic make it that way. For large parts of the day sales personnel must stand around trying to look busy arranging stock because there are no customers. During other times of the day there are too many customers to be served properly. In the one case salesmen are wasted, and in the other case customers are wasted. Neither situation is good. One way to stop this waste is to merchandise in such a manner that customers can serve themselves.

It is true that sales training can improve the efficiency of sales people and should be carried on whenever possible. However, high turnover of personnel and the lack of ability in many store salesmen reduce the value of such training. Since wage rates have been going up there is little hope that payroll costs can be reduced by cutting salaries. In fact, low retail salaries are a major reason why many of our young people are looking elsewhere for a career.

Why Is Self-Service A Good Idea?

Customers have shown us some things about themselves that many retailers did not suspect. They have shown us, for example, that they will buy products anywhere they can. Store loyalty is not very important if an item is cheaper or easier to get in some other store. We also have learned that people buy more on impulse than was formerly thought. In these days of relatively high incomes they can

(Continued on page 50)

MORE PROFIT FROM PAINT

through planned merchandising

By J. L. Ferguson



Swinney uses paint shaker to good advantage. While customer waits, Swinney uses time to sell him other merchandise

HOW ARE your paint sales coming along? Is your stock moving at a rapid clip or is it just gathering dust and tying up expensive shelf space?

If you aren't selling your share of paint, maybe it's time to re-evaluate sales policy regarding this profitable line. Because given a minimum amount of promotion and attention, paint can be a leading money maker, as John A. Swinney has discovered.

Swinney, owner of Swinney's Hardware, Tulsa, Oklahoma, gives his paint stock top display space in his suburban store and has never had reason to regret it. If Swinney wasn't selling a lot of paint, he obviously wouldn't have it located at the front of his store where it can be observed through a big display window.

And after observing, a great number of Tulsans come in and buy—enough of them, that is, to

enable Swinney to turn his \$4,000 paint stock every two months. With an average markup of 50 percent, this represents a gross margin of about \$12,000 on a \$36,000 yearly volume.

There are undoubtedly many dealers in the country who give their paint equally prominent display but don't achieve the same results. What, then, is the difference?

Swinney attributes his sizable paint sales largely to constant television and radio advertising, a close source of supply enabling him to carry a fairly small but highly varied stock, and an electric paint conditioner. Careful attention given to display and rental of paint sprayers also help to boost volume.

"One of the most important things, as I see it," said Swinney,

"is close stock control. And we really have that. We check and order paint daily. This allows us to keep a smaller inventory and stock more types of paints and allied merchandise."

In order to maintain such a tight control, Swinney depends on the closest possible source of supply.

"This close source of supply enables us to carry a little bit of everything," he continued. "That is another of our big sales points. We try to leave nothing out. We carry a complete line of colors, regardless of whether they sell fast or not."

Because of his daily ordering, Swinney is able to carry only a single can, in some instances, of slow-moving paint and thus is able to devote more of his limited space
(Continued on page 58)



Swinney's inventory of paint is complete, providing customers with a variety of choices. Customer, here, uses chart in selecting a color

R. R. Thomas, partner in the McDuff Hardware company shows customer one of four different makes of room air conditioners offered by the store. Installment plan has helped to stimulate sales, and 65 percent of the air conditioning business has been on installment terms



By C. E. Wright

How they are effectively merchandising

Room Air Conditioners

MANUFACTURERS of room air conditioners estimate that 650,000 units will be sold in the United States this summer as compared with the sale of 412,000 units last year. They envisage an ultimate annual market within a few years of between a million and two million units.

That this can be an important new source of sales for hardware dealers is being proved by numerous retailers who by aggressive selling are capitalizing on this business.

One such hardware retailer is McDuff Hardware Co. with three stores in Jacksonville, Florida. Like other dealers who were prepared, the McDuff company profited from the early start of the heat last summer. In Jacksonville, there were 28 days in June with maximum temperatures of 90 degrees or above, 21 in July and 23 in August, a weather condition that was shared by many cities throughout the country.

McDuff Hardware was ready with its advertising program when hot weather broke.

"After about three days of steaming hot weather, people are

ready to talk air-conditioning," said R. L. Thomas, a partner in the company. "There isn't much use, we have found, in advertising air conditioning for home use while the weather is still comfortably cool. Some of those to whom the purchase of air conditioning is not much of a financial problem may anticipate the hot weather and buy early, but the majority will not respond until they become uncomfortable.

"Our advertising was carefully timed. We watched the weather reports and ran our room air conditioner advertising on the hottest days. The response was much better that way. We used only daily newspapers last year, but this summer we intend to plug air conditioning on our television show also."

Mr. Thomas believes that last summer's extreme heat created a larger potential demand for room air conditioners than has existed before. Many who didn't buy last year, thinking perhaps that the June heat would be followed by lower temperatures in July and August may be ripe prospects for air conditioning this summer.

Moreover, so many people have become accustomed to air conditioning in stores and offices that they want it in their homes too.

McDuff Hardware Co. has backed up its belief that this will be a good year for home air conditioning by placing an initial order for two carloads of room-size units well in advance of the season. These were placed on the floors of the three Jacksonville stores in May, though aggressive advertising and merchandising will not come until later.

"Selling air conditioning is much like selling heaters," says R. L. Thomas. "Last fall we sold 45 heaters in one day during the first cold snap. In the previous mild weather we could scarcely sell any. With air conditioners the time to strike is when the weather is hot."

McDuff Hardware Co. carries four different makes of room conditioners. Three are well known, well advertised makes and the fourth, although made by a highly reputable company, is less well known and not so extensively advertised, hence sells at lower

(Continued on page 59)

Two factors make plumbing fixtures their

Major Source of Profit

By Robert Latimer

A \$100,000 annual volume from sales of plumbing fixtures is not unusual for Temple Hardware Co., located in the Texas city of the same name. In fact, to keep pace with its consistently large volume on this line, the company maintains a separate warehouse for its \$50,000 inventory of plumbing fixtures and supplies and employs 17 full-time plumbers to provide customers with immediate installation of all plumbing products sold.

A few years ago, at the close of World War II, such plumbing fixtures as tubs, sinks, lavatories, commodes and bath fixtures were "occasional sale items" at Temple Hardware Co., which is headed by J. A. Laramey, Brian Alexander, and John F. Sammons. Today, that line is one of the store's most important profit sources. The store can sell and install all of the required items for an \$8,000 package kitchen, a \$3500 bathroom, etc., and is almost as well known for its plumbing fixture line as for its hardware lines.

In 1947, John Sammons and J. A. and T. A. Laramey noted that plumbers were having difficulty in obtaining fixtures from their regular sources and that both small and large plumbing concerns were purchasing fixtures from hardware stores—usually at retail prices. Delving into their records, they found that calls for new plumbing fixtures were amounting to a large part of the store's daily back-orders. "We were extremely surprised to find

that we were on the threshold of what promised to be a wide-open market, good for many years to come," Sammons explained.

Sales potential for plumbing fixtures was particularly good at that time, also, the management learned, since many of the bulky, two- and three-story homes of the 1920's were being converted into apartments. Also, with the growth of a large military installation nearby, many housing developments were being erected, and long-vacant lots were being landscaped for new homes. Heavy ordering by plumbers convinced the partners that it was an excellent time to "build up the plumbing fixture department," and they quickly went to work.

Under a Texas statute which

grants master plumber certificates to those who are associated with plumbing work before a certain period, J. A. Laramey was able to capitalize on his early experience in the retailing of plumbing fixtures and become a master plumber.

Next, a space of approximately 15 x 10 feet was cleared at the right-rear of the store, and an impressive plumbing fixture display set up. This consists of a series of individual bays, clustered around a tall, dividing partition, in which are shown bathtubs, commodes, lavatories, sinks, medicine cabinets, wall shelving, wall heaters, shower stalls, wall fixtures, etc. The series of stalls which make up the display accommodate individual bathtubs, commodes and



Store's full line of plumbing fixtures are displayed in series of individual bays. Because of broad inventory, store can sell and install a complete kitchen or bathroom



T. A. Laramey, head of the company's plumbing sales department, meets with homebuilders to discuss types of fixtures to be used. Primary installations have been made in accordance with his plans

sinks. Every inch of wall space is utilized to display gas wall heaters, medicine cabinets, etc. Although the entire section does not occupy a large area of square footage, no larger amount of plumbing fixtures could be shown without prohibitive sacrifices of space, Sammons said.

The display section is finished in bright colors, with a salmon background, against which bright

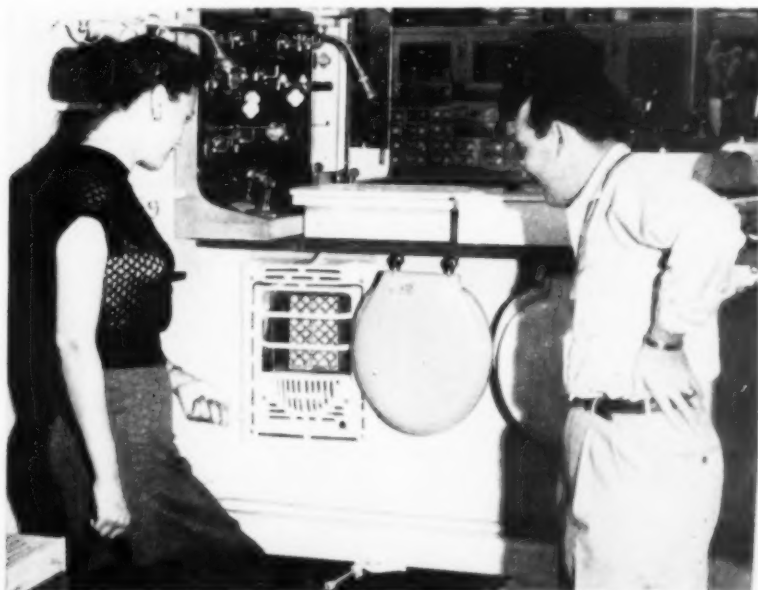
chromium, pastels and white porcelains show effectively. At a glance the customer notes that Temple Hardware Co. carries every plumbing fixture which will fit into either a remodeled home or into a new dwelling.

Simultaneously with setting up this impressive display, the company established a selling policy. Realizing that it would be difficult to enlist the aid of busy local

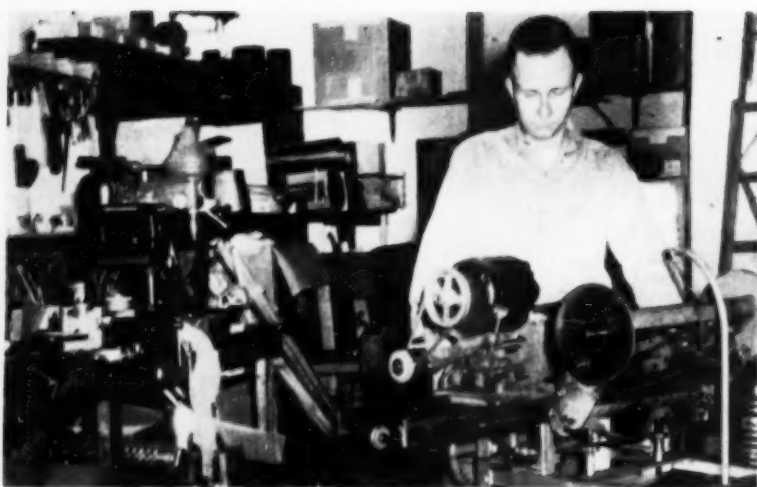
plumbers, it employed two full-time plumbers, paid on the regular hourly wage scale, to install each plumbing fixture sold. Not only did the company guarantee installation at a specified time, but likewise swift, reliable service in the future. The experience of J. A. Laramey proved invaluable at the outset, and as T. A. Laramey, his son, began to devote more and more attention to the fast-growing department, it was found that "service was the most important single element in sales."

During the latter months of 1947, plumbing fixture sales grew. In fact, so many fixtures, with supporting pipes, valves, tapets and accessories, were purchased by contractors and home-owners, that in early 1948 Temple Hardware Co.'s owners "drew a tight breath" and ordered their first car load of fixtures. Since that time, car load orders have become commonplace.

"From the outset we saw that our problem was service," Sammons pointed out. "We simply
(Continued on page 60)



John Sammons shows customer a wall heater for the bathroom. Store employs 17 full-time plumbers to handle installations. Annual volume from the line often reaches \$100,000



By
William Bottenhorn

Their tool sharpening services provide

"IDLE MOMENT" PROFITS



A. J. Feldman, above, prepares to grind blades of a mower in store's service shop. Location of shop in rear of store enables him to see customer enter. Customers also bring in single edge tools for sharpening. The service has resulted in sales increase in other departments. The craftsman at right has purchased screen cloth and is inspecting display of electrical merchandise

FELDMAN HARDWARE, a small suburban store in Highland Heights, Kentucky, is turning idle moments into profits as a result of a tool sharpening service.

Located in a community where homes, though modest, have large lawns and gardens, the store seemed to be ideally situated to attract the home-owner who desired to have his garden tools sharpened and reconditioned. In considering such a service, A. J. Feldman, owner of the business,

noted also that most of these potential customers were self-styled carpenters and stone masons whose tools received rough treatment and would require frequent repair.

At first, Feldman solicited sharpening work from his established customers. As a result of word-of-mouth advertising, the sharpening service was developed into an inexpensive sideline which produced a substantial profit during the first year of its operation.



Lawn mowers, both hand and power, account for the bulk of his sharpening business, and in many instances repairs are required which call for additional charge. However, the repair service came as a by-product of the sharpening service, though it has meant additional profits. But it also requires more time, with the result that at times Feldman remains after closing time to catch up on sharpening service.

Tool sharpening has played an important role in increasing sales of tools and allied lines. Quite often a customer will wait for a sharpening job to be completed. The work appears simple to him, and he immediately plans to purchase a bench utility grinder and finishing stone, Feldman said. In like manner, the store's sharpening service for single edge tools has resulted in an increase in the sale of various sizes of sharpening stones.

The sharpening service also has brought new customers into the store, many from neighboring communities. This increase in traffic is attributed directly to Feldman's efforts to have tools sharpened and repaired when promised. Therefore, it is an iron-clad rule that any tool must be ready for the customer by the time agreed upon. This, he explained, is an advertising program which depends entirely on the customer to tell his neighbors of the store's dependability.

Lack of delivery service is advantageous in this type of service, Feldman said. It brings customers into the store at least twice, when bringing in and returning for the sharpened tool. Some item usually is purchased during each visit. In approximately 80 percent of the service jobs, the persons served have become regular customers. If the tool had been delivered, Feldman points out, the customer would never have been tempted to purchase other merchandise.

Also, the sharpening service gives Feldman an insight into how the customer is using his spare time: what he is building, growing, etc. Once this information is obtained, Feldman suggests new tools to make the job easier. He points out the advantages of using proper tools to obtain a professional appearance. Also, this presents an opportunity for him to sell whatever hardware may be required for the job, including

(Continued on page 64)

"Little" Services that Pay Off for These Texas Hardware Dealers

IN SAN ANTONIO, Texas, two hardware dealers go all-out in pleasing the customer. In fact, service in these stores is Texas-style and aimed only at increasing the customer's comfort and well-being.

When northside shoppers visit Jefferson Hardware, they not only find free cigarettes—but their own favorite brand and in king-size or otherwise. Here, Owner William P. Jones places up to 10 packages of cigarettes, with tops torn off, in a carton on his counter, near the cash register. The selection includes all popular brands, plus a special filtered brand.

"It seems like customers are always running out of cigarettes in the store," he explained. "While many of them would ask me for one, I decided that there must be numerous customers who would hesitate to ask. Therefore, I placed a carton on the counter as a courtesy."

While this courtesy costs the store the price of several packages per week, Jones believes that it has been a profitable service in the end. "There has been a fine reaction, and it's definitely a goodwill builder," he explained. "As long as customers are comfortable in the store, they will continue to

browse around—which usually means added sales for us."

In another shopping area of San Antonio, customers—and even strangers—find a free bulletin board service at their disposal. West Avenue Hardware has installed a narrow bulletin board on the first post which the customer sees when entering the store. Here, starting at eye-level and extending downward, are notices of items for sale, apartments for rent, dogs lost, etc.

"Everyone who enters the store pauses to check the bulletin board," said Co-Owner and Manager Archie Moore. "This first pause, in addition to helping both



the reader and the advertiser, helps me often also. In my one-man store, if I cannot serve the customer immediately, the board will keep him occupied for a few minutes until I can help him, and he doesn't become impatient."

The bulletin board is for the benefit of anyone interested. Some people bring their own notices to the store, others dictate theirs to Moore over the telephone, and others mail their notices to the store. Each notice is given a three-months' limit, Moore explained, if the customer has failed to remove it by that time.



One-Day "Specials"

win added traffic for Texas dealer

By Baron Creager

IN SWEETWATER, Texas, where the population is 13,580, Fred Wimberly of the retail hardware firm of that name went after new store traffic and got it by advertising an instantly-recognized and outstanding value for one day only.

By arrangement with the distributor, he advertised for this one day, certain well-known housewares at half price.

Wimberly estimates more than 300 people, possibly 400, responded to the advertisement. Proof that he got new traffic lies in the fact that Wimberly discovered that day a surprising number of customers who admitted they had to get directions to find his store.

"This was one of the first in what may be a series of similar experiments in merchandising," Wimberly explained.

"On this particular day, September 3, the merchants of Sweetwater introduced Trades Day. The idea was for each merchant to feature some outstanding value and it is the plan to continue Trades Day on the first Wednesday of each month, at least up until summer.

"The basic idea in my special, of course, was to sell other merchandise, for it cost me a little money to handle those housewares at half price.

"I ordered 50 cases, with two to four dozen of each item. At 5:30 that evening I had sold 46 cases and had about \$10 worth of that order left.

"Maybe we didn't sell so much other merchandise, but we certainly got the traffic. And we got into the store a large number of people who, despite the size of Sweetwater, had never been in the place before. Many of these customers told me they had to ask how to find my store."

Among Wimberly's customers was a majority of the personnel of

the Sweetwater link in a big national chain. As these people could snatch a few minutes from their chain-store jobs, they crossed the street to Wimberly's and bought half-price housewares. Wimberly accommodated them by wrapping and marking their packages and holding them until after work hours, since the chain people did not dare take their purchases back to work.

Wimberly said it was somewhat surprising to him that none of the customers attempted to make quantity purchases. The highest individual purchase was around \$10.

Each item was marked at list and the customer paid half of the amount shown. Wimberly said there was psychological benefit in

marking at list instead of marking at actual sales price.

"There was a double purpose in this event as I planned it," he continued.

"The grocery store competition on housewares is getting pretty rough. The folks who supply the grocery stores put in the stock and each week their representatives return to the grocery store, check the stock and replace the items sold. That way the grocer has a fresh stock all the time, but to maintain it in that condition he needn't turn a hand. He doesn't even handle the stuff, since the customer makes personal selections.

"That is one reason I consider the half-price special a good in-
(Continued on page 64)



General view of store's interior shows neat, well-arranged displays. Fred Wimberly, shown here, plans to use other ideas to build traffic

Jack Callaway, shown at right, arranging a loan for an employee, believes in a full program of employee benefits as a means of increasing employee efficiency and reducing turnover. Employees also benefit from bonus system and incentive plan. Company sales have shown notable gain since various plans were put into effect by Owner Callaway



No Personnel Problems Here

*dealer's all-inclusive system of benefits cuts
employee turnover; boosts selling efficiency*

By Stuart Covington

IS IT A good policy for the hardware dealer to aid his employees financially during their times of financial distress?

According to Jack Callaway, owner of Jax Seed & Hardware Co., Ensley, Alabama, it is of paramount importance that the employee be given a helping hand when he is faced with trouble—and almost equally important that he be considered the year-round, trouble or not, to insure happy employer-employee relations and successful store operation.

To prove his point, Callaway has inaugurated a unique employee loan plan whereby anyone on his payroll may borrow a reasonable amount of money when his normal income becomes inadequate to meet his needs. Under this system, Callaway has loaned as much as \$400 to a single employee.

No interest is charged on the loans, and no co-signers or collateral are required. The terms are based solely on Callaway's evaluation of the employee's integrity and his length of service with the store.

"Since starting the plan, I have

made numerous loans," he said, "and have lost only one \$50 loan. Some persons have left my employ before completing their payments, but I have always been able to collect the money."

Though the loan plan was established because of Callaway's belief that an employee who is worried with financial matters cannot give his best to the store, loans are not limited to employees with pressing obligations. Recently a substantial loan was made to an employee who wished to purchase a car, and loans are often made to personnel for the purchase of clothes. All six of the store's current employees have borrowed varying amounts, with the average loan amounting to \$10.

"When an employee wants to borrow money, we get together during a free moment to work out the details," Callaway explained. "I find out why he wants the money and how rapidly he expects to repay it. The employee is expected to repay the loan at the

rate of \$5 to \$10 per week, depending upon how much he has borrowed. On some small loans, however, I only require them to pay back \$3 per week.

"We never deduct a loan payment from wages," he said. "The employee comes to me on his own and pays me in cash."

Callaway grants loans in approximately 95 percent of the instances in which employees request help, although he does not always loan as much money as is requested.

An employee does not have to completely pay off a loan before borrowing more money, provided the reason for an additional loan is adequate. When a second loan is granted an employee, the weekly payments are sometimes advanced, and in other cases they remain the same, Callaway said. "Occasionally," he added, "an employee will ask for extension of a loan. I will grant this whenever I feel that the request is justified. Recently an employee asked if he might wait three weeks before making an additional payment on

(Continued on page 64)

NRHA to Hold Annual Meeting in Miami Beach, July 13-16

THE 54TH ANNUAL Congress of the National Retail Hardware Association will be held July 13-16 in Miami Beach, Florida. National leaders in the fields of advertising, merchandising, government, manufacturing and wholesaling will be among the featured speakers.

These will include E. B. Weiss, Grey Advertising Agency, New York City, who will speak on "Making Quick Service More Profitable"; William J. Pilat, Rus-

sell W. Allen, Co., New York, whose subject will be "Robots Can't Sell Everything"; Arthur L. Scaife, manager of sales planning, General Electric Co., who will discuss "Profit Margins"; and Maurice Mermey, director of the Bureau of Fair Trade, whose subject will be "Fair Trade." Herman H. Talmadge, Governor of Georgia, will discuss national affairs.

Registration of convention delegates will begin Monday morning,

July 13, with the formal opening of the Congress scheduled for Tuesday morning. Other business sessions are planned for Wednesday and Thursday mornings. Afternoons generally will be left open for the extensive program of entertainment arranged for visiting delegates. Entertainment features will include golf and fishing for the men and a luncheon and style show for the ladies. A highlight of the entertainment program will be a water show and beauty pageant on Wednesday evening, July 15.

Serving as convention headquarters will be the Casablanca Hotel, while four other hotels, Sherry-Frontenac, Monte Carlo, Allison, and Martinique, will participate in handling the convention crowd.

IF PREDICTIONS made at their annual convention hold true, members of the Alabama Retail Hardware Association can look to at least several months more of good business, regardless of the international situation.

Optimism was the keynote as more than 500 retailers met at Birmingham, May 6, 7. "Business is going to continue good, but it's going to be even better if the Korean conflict stops," said retiring president J. D. Bell.

"Do-It-Yourself" Trend

Mr. Bell also noted that the trend of home-owners to do their own repair work and painting is boosting the hardware business because it is increasing the sale of materials and tools.

The convention also heard discussions by John P. Newsome, former Alabama Congressman and president of Watts-Newsome Co., on selling; E. S. Egge, manager of Allied Credits Co., Inc., on building credits; Dr. R. C. "Scotty" Young, of the University of Georgia, on Americanism; A. B. Hill, a director of the national association; and Miss Nina Miglionico, Birmingham attorney.

The delegates were welcomed by J. Fred Shackleford, president of Wimberly-Thomas Hardware Co., Birmingham. Mrs. Euna Ramsey, secretary-treasurer of the state association, reported to the convention on various association activities.

New officers installed at the an-

Continued Good Business Predicted at Alabama Association Convention



New officers of the Alabama association are (left to right): William L. Kline, Flomaton, president; A. C. Black, Alexander City, second vice president; Mrs. Euna G. Ramsey, Birmingham, secretary-treasurer; and C. R. Cranford, Jasper, first vice president. J. D. Bell, Clanton, outgoing president (extreme right) is turning over the gavel to Mr. Kline

nual banquet were: William L. Kline of Flomaton, president; C. R. Cranford, Jasper, first vice president; A. C. Black, Alexander City, second vice president; and Mrs. Euna G. Ramsey, Birmingham, secretary-treasurer.

J. D. Bell, retiring president,

was named chairman of the advisory committee. Also on the committee are Jack Callaway, Ensley and Ed L. Willcoxon, Tuskegee.

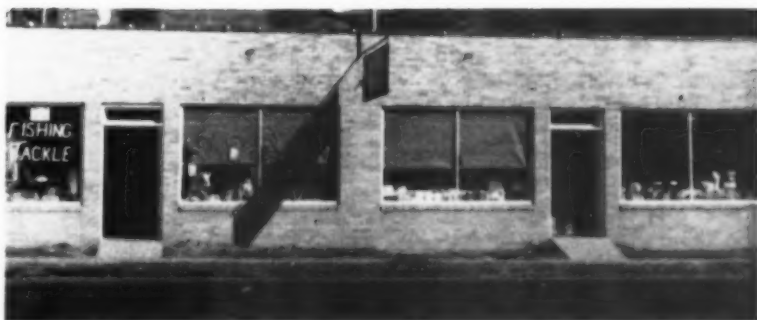
New directors are B. F. O'Steen Jr., Florence; George Bailey, Montgomery; and B. C. Cox, Opp.

SCREEN DOOR GRILLES

... attract new customers

FROM EARLY spring until late fall, ornamental screen door grilles are a best-seller for Mrs. E. A. Matula, owner of Park Avenue Hardware, Hot Springs, Arkansas. Priced from a few dollars up to \$32, they have a special appeal for the tourist trade as well as for local customers.

With a minimum of display and promotion during the winter months, the grilles continue to sell



and to attract customers into the store.

Located in the business section of city, on a thoroughfare that brings thousands of tourists into town, the long, streamlined little store, with its four display windows, enjoys an excellent location for pro-

moting the ornamental wrought iron screen door grilles, which are new enough to be a novelty.

"I wanted an item to attract tourists," Mrs. Matula explained. "I thought that the more elaborate screen door grilles might sell to people looking for a novelty to take home or to present to friends as a gift, but I was astonished at the way the grilles sold."

Mrs. Matula has built up an excellent mail order business for this line. Several of the designs are mounted on screen doors which are lettered, "We Mail Them." These labeled doors are placed on the sidewalk, in the windows, and in conspicuous spots within the store, so that they can be seen the moment a customer enters the store.

One display window always contains several wrought iron grilles and some of the less expensive aluminum ones. Mrs. Matula tries
(Continued on page 65)

Mrs. E. A. Matula, in top picture, points to one of the ornamental screen door grilles which have proved a best selling line. Customer, at left, finds installation easy

Let's Stop Asking Washington For It

(Continued from page 18)

citizens, not fellow subjects. For democracy is founded upon the significance of the individual."

And of the "State versus the Individual," Louis Bromfield, the farmer and author, writes that a struggle is going on to make man subject to "a vague but tyrannical impersonal machine known as the state," and he adds:

"This system of using bribes, subsidies, promises, and so forth as a pain-killer confused many—indeed most people—for a considerable time, and only since we have begun to see the results in operation has it become apparent, even to the simplest fellow, that when the pain-killer wears off, the pain, in terms of insecurity, and material cost, is much worse than ever. We, as a nation, have been very fortunate in having placed before us a laboratory example of how the 'womb to tomb' pattern works out. With us, the menace of this false and unworkable political philosophy has crept up slowly and gradually."

On the same subject, David Lawrence, a great editor and columnist in Washington through many administrations, said recently:

"Capitalism is a desirable system primarily because it alone recognizes the dignity of the individual. Its moral stature is derived from the great Judeo-Christian tradition which for centuries has embodied the ideal men strive for. . . But let us not fail to perceive that the power of self regulation, based on moral and spiritual values, is, after all, the greatest single virtue that nourishes a healthy capitalism. Let us demonstrate to skeptics far and wide that a healthy capitalism means a healthy individualism and that this is the true prescription for communal well-being."

These basic American concepts of freedom as we know them in this nation from the days of Thomas Jefferson to the present are unchanged. One of the developers of atomic power, Dr. Vannevar Bush, warns us that "A people bent on soft security, surrendering their birthright of individual self reliance for favors . . . will not measure up to competition with a tough dictatorship. . . The Russian threat cannot be met if we turn this country into a wishy-washy imitation of totalitarianism, where every man's hand is out for pabulum and virile creativeness has

given place to the patronizing favor of swollen bureaucracy."

I recently read the story of Glenville, West Virginia. For fifty years the people had complained of floods from the Little Kanawha River which two or three times each year overflowed its banks and flowed down Main Street. The day finally came when something had to be done. When that day arrived, everybody pitched in and helped. The people raised several thousand dollars among themselves to finance a small-scale flood control project.

Local industries donated bulldozers and other heavy equipment needed to clean up the river bed and clear the banks of underbrush. Women helped, too. They cooked enough food to feed the 500 men who worked with shovels and pickaxes to clear the banks. Property owners along the river also did their share. Nowadays the folks in Glenville can breathe easier. There hasn't been a single flood since the project was finished. And not a penny of federal money was received or asked for the work.

How far can the rest of our nation go along the path indicated by little Glenville, West Virginia?

To a large extent Stalin is responsible for much of the Bigness in which we are involved today, and the threat which Stalin in death bequeathed to us does not give us too much hope for assurance of peace in the immediate future.

But what about the way our citizens are thinking about the question of big government? What will be their response when, after being told during a campaign they can look for less government and less bureaucracy, their new administration gives them more Super-Bureaucracy?

Aside from the Stalin-inspired bigness, all other government expansion is done in the name of that elastic phrase, "The general welfare." We have no cause for optimism if we are forced to agree with the skeptics who say the "ordinary" citizen sees no difference between "the general welfare" and his own individual welfare.

Let's draw a line where we will stop asking Washington for it. Remember that even as late as 1942, the Supreme Court held that "It is hardly lack of due process for the government to regulate that which it subsidizes."

The Bible puts it more simply (*Proverbs 22:7*):

"The borrower is the servant of the lender."

New Profits from Power Tools

(Continued from page 32)

much smaller stock than might otherwise be the case. Our complete stock is displayed at all times—and a full inventory is maintained at all times.

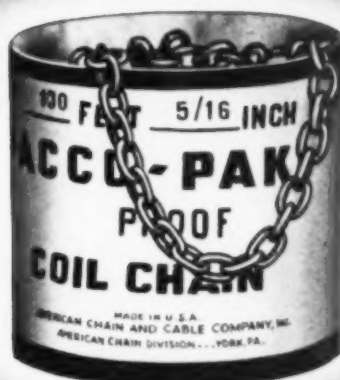
"Our best seller has been a \$59.50 saw, although drills and buffers also sell very well. Since all of the tools operate on 110

volts, they can be used in any home.

"We find that power tools sell well the year-round, with Christmas sales very good. Sales drop off in January and February during bad weather, but with spring they pick up quickly. During the best season, we sometimes sell five or six of the highest priced saws during a week, or two or three a day. We also sell a lot of blades, sanding belts and discs, tables and other accessories, and our repeat

business is good.

"In addition to our store promotion of power tools, we advertise them by direct mail. We have a mailing list of about 3,000 names, and we send out literature three or four times a year. We also have a rural mailing list of 1,000 to 1,500 names. Farmers are good prospects for power tools. Such bulk mailing is in addition to occasional envelope stuffers used in connection with statements," he added.

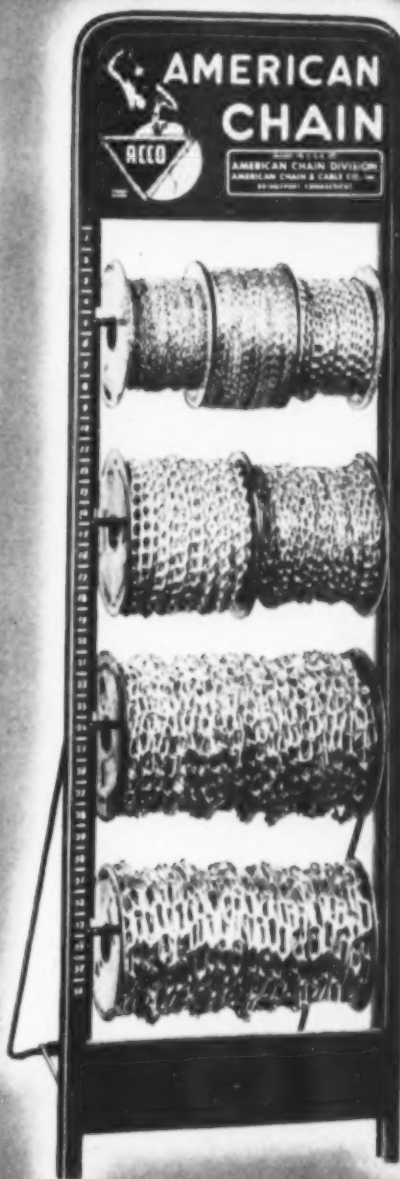


AMERICAN Favorites

• These popular AMERICAN chains are bread and butter items. There is a demand for them every day—particularly now.

Chain is easy to sell if you show it—get it out where customers can handle it. The ACCO Chain Sales-Maker and ACCO-PAKS are dandy display pieces that will definitely increase your chain sales.

Order these "American favorites" now from your AMERICAN CHAIN wholesaler.



ACCO



**AMERICAN CHAIN DIVISION
AMERICAN CHAIN & CABLE**

York, Pa., Atlanta, Chicago, Denver, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh, Portland, San Francisco, Bridgeport, Conn.

**American
Chain**

Sell the Spiral Screw Driver that's enclosed... for long life, safety

boost hand tool department profits with this Greenlee high-quality tool

Here's the Spiral Screw Driver that immediately takes the customer's eye. It's easy for him to see how well he's protected . . . fingers can't get pinched when working with this fine tool. And since it is *enclosed* it stays dirt and grit free for long years of good service. A glance at the GREENLEE Enclosed Spring Return Spiral Screw Driver also tells that it is of high quality through and through. All parts are made to stand up under hard use . . . inside and outside sleeves and nose of stainless steel, drive nuts of phosphor bronze, other parts of high strength aluminum and steel. Hard-Wear handle of attractive, durable green plastic. Made in small and medium sizes . . . individually packed with three sizes of bits in handsome package. Get complete details on this sales-maker now.



STOCKED BY LEADING WHOLESALERS

GREENLEE TOOL CO., 1826 HERBERT AVE., ROCKFORD, ILLINOIS



BUSINESS TRENDS

(Continued from page 14)

flected in general larger supplies of most commodities and a smaller export demand, particularly for cotton.

Prospects for the remainder of 1953 suggest that prices received by farmers may not change much from current levels, the Department of Agriculture reports.



Industrial Production At Post-War High Peak

INDUSTRIAL production in the January-March period this year averaged about eight percent higher than in the same months of 1952, according to the Department of Commerce. Continued spending for national defense, increased investment by business, and larger consumer expenditures for goods and services were responsible for the rise.

Most of the expansion from the first quarter of last year to the same period of 1953 was in production of durable goods, which increased 13 percent. Manufacture of major appliances in the early months of this year, for example, was 28 percent above the year before.

INDUSTRY NEWS

(Continued from page 24)

Remington Re-elects Davis President

BEGINNING his 21st year as head of the company, C. K. Davis was re-elected president and general manager of Remington Arms Co. at the annual meeting of stockholders in Wilmington, Delaware, April 16.

Mr. Davis has served as Remington's president and general manager since 1933, when E. I. du Pont de Nemours & Co. purchased controlling interest in the company. During World War I, under Mr. Davis' direction, Remington became a major producer



CHICAGO, ILL.

GEE LUMBER SWITCHES TO L-O-F AFTER TAKING "BLINDFOLD TEST"



Gordon Peterson of GEE LUMBER Company, says: "Brand 'C' wasn't brittle and grainy like a lot of glass is. Sure easier to cut than the others"

Mr. Peterson cut four unidentified, well-known brands of single-strength window glass. The brand marked "C" was by far the easiest to cut. "C" was L-O-F.

On the basis of this test the Gee Lumber Company has switched to L-O-F window glass. L-O-F is easier to cut into big pieces, little pieces; angled and curved pieces. You can even cut off thin strips close to the edge with a light stroke.

L-O-F window glass cuts easier because it is annealed more slowly, more patiently. That makes it less brittle. So it's a safer buy for your customers, too.

TRY THE "BLINDFOLD TEST" YOURSELF!

Cut L-O-F first, last, or in between other brands. Run any kind of a cut you want. You'll see why you have fewer bad cuts, less waste and more profit with L-O-F.

Call your nearest L-O-F Distributor. These local businessmen are listed under "Glass" in the yellow pages of phone books in many principal cities.

And send for your free booklet—"For Greater Profits in Window Glass". Write Libbey-Owens-Ford Glass Company, 7163 Nicholas Building, Toledo 3, Ohio.



LIBBEY-OWENS-FORD the easy-to-cut WINDOW GLASS



DID YOU KNOW THAT—

McKINNEY HINGES are precision made of quality metals?

McKINNEY HINGES are available in all standard sizes and finishes for every hinge need?

The pins are perfectly rounded by a special rolling process to a tolerance of plus or minus one one-thousandth (.001), to assure proper fit with no looseness or wobbling?

McKINNEY PRIME COATED HINGES are carefully and thoroughly bonderized to prevent rust creeping?

They are prime coated with a neutral prime color approaching the tone of natural wood?

No extra primer is needed when painting them—and they take varnish or stain as well as paint?

McKINNEY BEARING HINGES are available with self-lubricating Oilite bearings (oil impregnated powdered metal) at the same price as ball bearing hinges?

McKINNEY STRAP AND TEE HINGES AND HASPS are furnished bulk packed in protective boxes, which are then packed in convenient-to-handle shipping cartons?

McKINNEY SCREW HOOK AND STRAP HINGES have forged pintels with cut threads?

AND, DID YOU KNOW that these are some of the features that make **McKINNEY HINGES** so acceptable everywhere—and therefore so easily salable?

These are the basic reasons why architects, builders and owners alike agree that—"To be sure, you couldn't make a better choice than **McKINNEY HINGES!**"

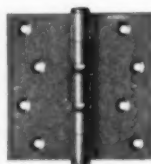
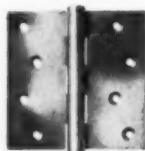
ORDER **McKINNEY HINGES** FROM YOUR JOBBER

McKINNEY

Quality Hinges Since 1865



McKINNEY MANUFACTURING CO., 1715 Liverpool St., Pittsburgh 33, Pa.



of military small arms ammunition for the government, operating five government-owned plants in addition to its own facilities.

All officers and directors of the company were re-elected, as follows: C. K. Davis, president and general manager; M. R. Warden, vice president and assistant general manager; W. U. Reisinger, vice president and director of finance; R. H. Coleman, vice president and director of sales; H. M. Stoessel, secretary and treasurer; J. S. Hoffman and M. M. Evans, assistant treasurers; D. Irving Cashell, F. G. Hess, N. F. Larsen, and S. A. Milliner, Jr., assistant secretaries.

Members of the board of directors are M. Hartley Dodge, chairman; C. K. Davis, C. A. Cary, Albert H. Holland, Henry B. du Pont, R. Russell Pippin, H. H. Pinney, and Granville M. Read.

Walter W. Rector Passes; True Temper President

WALTER W. RECTOR, president of the True Temper Corp. died May 16 in his home in Cleveland, Ohio. Mr. Rector was 65 at the time of his death.

After graduation from the University of Wisconsin in 1909, Mr. Rector joined the Marshall Wells Co. of Duluth. He remained there for 20 years and left as general manager.

He joined Montgomery Ward Co. in 1934 where he became general merchandise manager of all hardware lines. In 1938 he joined True Temper (then known as the American Fork and Hoe Co.) as merchandise director. He was elected vice-president and director in 1941 and was promoted to executive vice-president and general manager in 1948.

In 1949 he was elected president of True Temper.

Surviving are the widow, one son and three grandchildren.

Fishing & Hunting Show Promises to Be Largest

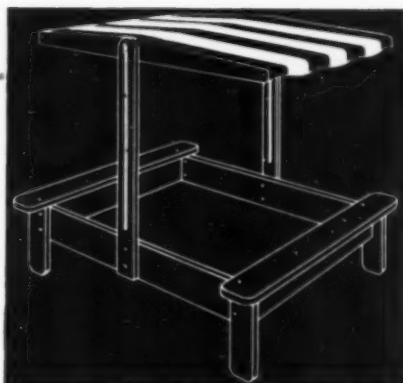
ENTHUSIASM for the Fishing and Hunting Division show, to be held October 5-8 at the 71st Regiment Armory in New York City, only minutes away from the hardware displays at Grand Central Palace,

Flite-Master

Sandbox

DX 36
36" x 36"
DX 48
36" x 48"
DX 60
36" x 60"

OVERALL DIMENSIONS

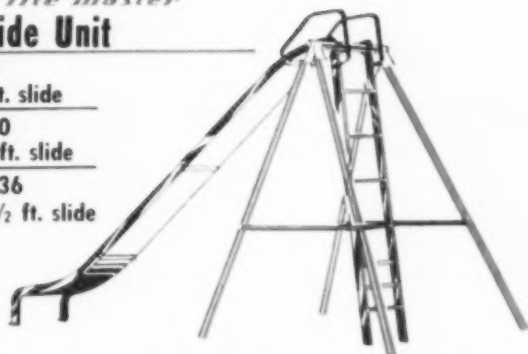


The Sandbox comes in three sizes and is constructed of selected woods, and has a bottom of ARMCO steel. It is finished in bright yellow and green outdoor enamel, with a vari-colored awning top. All bolts and screws are zinc plated.

Flite-Master

Slide Unit

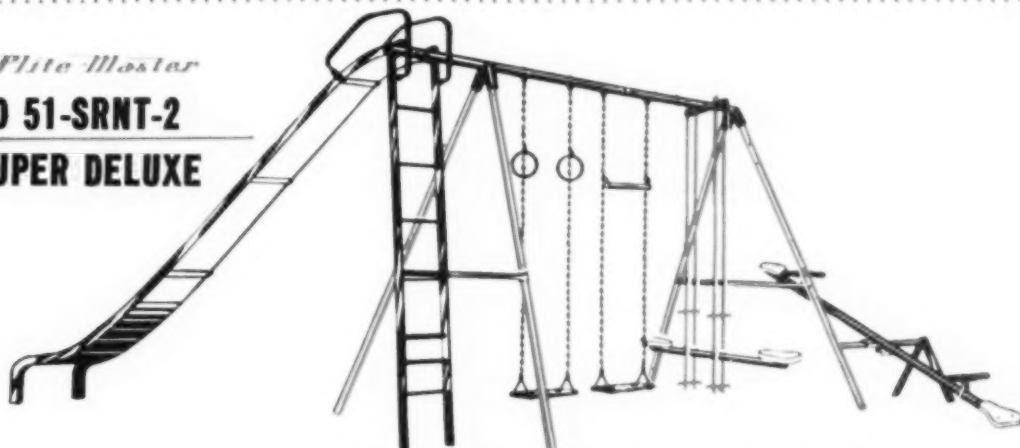
S-8
8 ft. slide
S-10
10 ft. slide
S-136
13½ ft. slide



The longest, sturdiest and the only all-welded steel slide on the market; features a slide bed of ARMCO ZINCGRIP, framework and ladder of heavy steel. Available in three sizes—8 ft., 10 ft., and 13½ ft. lengths.

Flite-Master

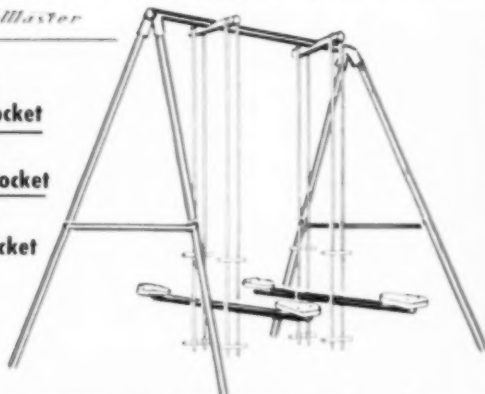
FD 51-SRNT-2 SUPER DELUXE



Illustrated is the "Flite-Master Super Deluxe," the only complete play unit of its kind on the market. Flite-Master comes in many models with various combinations of play activities. Buy Flite-Master, America's No. 1 Gym.

Flite-Master

3601-R1
Single Rocket
3602-R2
Double Rocket
3603-R3
Triple Rocket



Flite-Master Rocket Glider Sets have the same sturdy frame, with welded sleeve and welded top cross bar, as the Flite-Master Rocket Gyms. They are designed in single, double, and triple units.

Sold through Wholesalers Exclusively

Flite-Master

Playtime Table 7436

WIDTH—40 in.
SEAT LENGTH—36 in.
HEIGHT OF TABLE—26 in.
OVERALL HEIGHT OF CANOPY—58 in.



Another Flite-Master sensation—the Playtime outdoor table. A beautiful, usable decoration for the yard, Sturdy Flite-Master construction—striking yellow and green outdoor enamel—with an adjustable vari-colored canopy.

Write for Free Colorful Catalogue

CONSOLIDATED METAL PRODUCTS COMPANY
424 E. PEARL STREET · CINCINNATI 2, OHIO



IMPORTED SWEDISH HARDWARE



Hinge Hasp



Handle



Light Strap



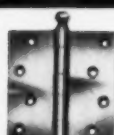
Barrel Bolt



Cellar Window Bolt



Safety Hasp



Ball Tip Butt



Flat Corner Iron



Safety Hasp



Ornamental Cabinet Hinge



Light T



Shelf Bracket

QUALITY MADE—PRICED TO SELL GENSCO STENMAN SWEDISH BUILDERS' HARDWARE

Famous Swedish builders' hardware made to American standards and priced to help you sell. Produced by one of the world's oldest and largest makers of quality Swedish hardware. In stock for immediate shipment. Write for illustrated catalog.



Swedish Wood Chisels

11 sizes of the world's finest Swedish wood chisels with durable Tenite II handles. Blades are protected with strip-off plastic. Free display with only 16 chisels. Write for literature.

Swedish Wood Screws

Geneco - Crown - Brand slotted wood screws in flat, round and oval head styles. Made in steel and brass. Write for prices.



Bushman Swedish Bow Saws

Complete line of famous Geneco Bushman Swedish Bow Saws, 24", 30", 36", 42" and 48" lengths... Both rigid and adjustable frames, tension levers featured on oval tubing frames. Both regular and extended handle models.

Swedish Mora Hunting Knives

Inlaid Swedish steel blades, curly birch handles, plated brass bolsters and cross guards. Top grain leather sheaths with plated metal trim.



SEE YOUR JOBBER



WRITE FOR PRICES

GENSCO TOOL DIVISION
GENERAL STEEL WAREHOUSE CO., INC.
1806 North Kostner Avenue • Chicago 39, Illinois

is reaching new heights daily, as manufacturers of fishing and hunting equipment increase their demands for space, according to a recent announcement from Frank Yeager, director of the National Hardware Show.

This is the earliest the offices have been besieged for hotel reservations for the fishing and hunting division, Mr. Yeager said, and every indication points to the largest show in the history of the industry.

As in past years, the show is for the trade only, and admittance is by invitation. Complete floor plans and data are available to both manufacturers and buyers from National Hardware Show offices, 331 Madison Ave., New York, N. Y.

WHOLESALE NEWS

(Continued from page 28)

apply in this instance.

Barnes said there was "bad water and wind damage" to both buildings used and owned by the firm and to stock, but that the buildings and stock are both fully covered by all applicable types of insurance and the monetary loss will be cushioned if not absorbed.

The roof of one building, which contains the company's displays and offices, collapsed and wind disposed of the roof over the other building, used principally as a warehouse.

This permitted torrents of water to pour into both buildings and the amount of water that engulfed the stock of furniture, hardware and automotive items can be estimated from the fact that Waco suffered from torrential rains, measuring upwards of eight inches.

At an early stage in the rehabilitation effort it was impossible for Higginbotham spokesmen to predict when the business could be in operation.

Is Self-Service The Answer?

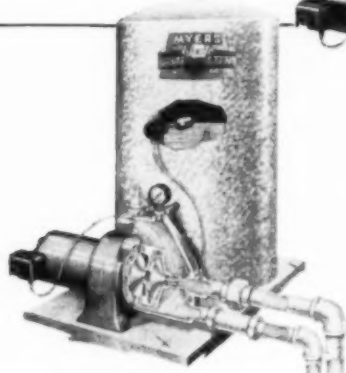
(Continued from page 33)

buy an item if the fancy strikes them, but it must be out where they can see it.

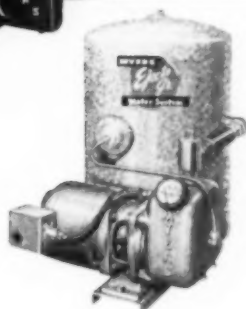
Even in hardware lines the cus-

Myers offers a complete range of water systems for your suburban customers

"HN" Ejectos deliver plenty of water, plenty of pressure for large suburban homes with two or more bathrooms. Capacities are ample for automatic washing machines, dishwashers, lawn watering.



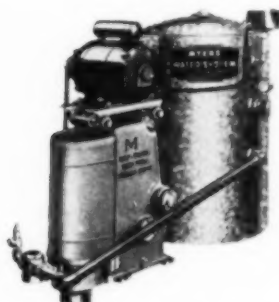
"MHN" Ejecto. A 2-Stage pump for deeper wells or for higher discharge pressure. Furnished in both twin and packer models.



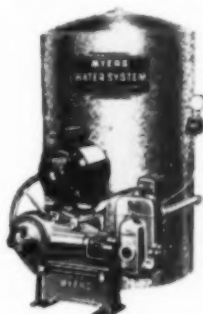
Ejecto Jr. Myers new budget-priced water system is made to order for small homes, cottages, resorts. Compact — only 24" high for undersink installation or where space is limited.



Myers Bulldozer is a tried-and-proved, heavy duty water system for large farms, estates, irrigation projects. Built for high pressure, big capacity and continuous operation. Capacities of 500 and 1000 gallons per hour.



Deep Well Power Pumps. A self-oiling, reciprocating type pump for use where vertical water lift is over 25 ft.



Shallow Well Reciprocating pump for installation where vertical water lift does not exceed 25 ft. Self-oiling.



Myers Water Conditioning Equipment goes hand-in-hand with Myers Water Systems. By selling the full Myers line you make more profit and do a better, more complete "water" job for your customers. It's good business to stock and push Myers softeners, filters, neutralizers, purifiers and Clearstream Feeders.



Your Myers Distributor is a good man to know. Take advantage of all the services he offers. Remember, he's in business to help you make more profit on Myers products.

THE F. E. MYERS & BRO. CO., 308 Fourth Street, Ashland, Ohio

Life without a BOLT BAR...



"THIS IT?"

Hunting is fun. So is mountain climbing in the opinion of some people.

But combining the two within your hardware store is strictly for the birds!

Yet many hardware dealers today are still stocking and selling bolts, nuts and screws the hard way. They spend many wasted minutes a day searching for just what the customer wants.

In the lower right hand corner of this ad is the ideal remedy for this situation: the LAMSON Self-Service BOLT BAR.

In the bar are 106 of the fastest-moving sizes of bolts, nuts and screws. Each in a separate compartment and marked with retail prices.

And talk about turnover! Tests show the average is 6 times a year.

Ask your Lamson distributor about this modern way to sell bolts, nuts and screws, or write us for the whole story.

The LAMSON & SESSIONS Co.

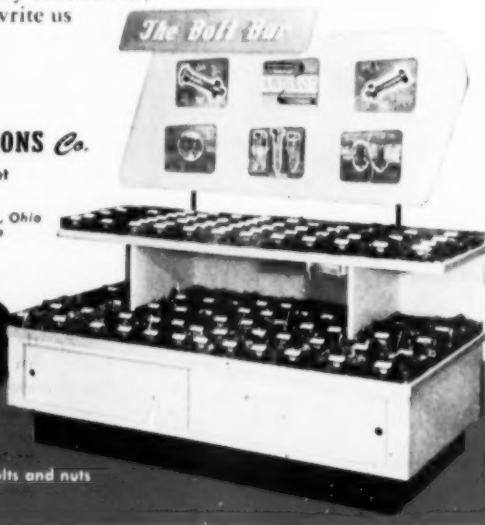
1971 West 85th Street
Cleveland 2, Ohio

Plants at Cleveland and Kent, Ohio
Birmingham • Chicago

*Lamson
&
Sessions*

106 most popular sizes

The modern way to sell bolts and nuts



tomer is becoming more and more conditioned to buying by brand. Well-known brand names mean specific qualities to him. As a result, he does not always need a sales talk.

A customer likes self-service because then he can set his own rate of shopping speed. If he is in a hurry he can get what he wants without waiting for a salesman. If he has the time to browse he can do it without having sales people constantly at his elbow. In either situation many people prefer the self-service way. Under such conditions we are fooling only ourselves if we think that "clerk-selling" is a "service."

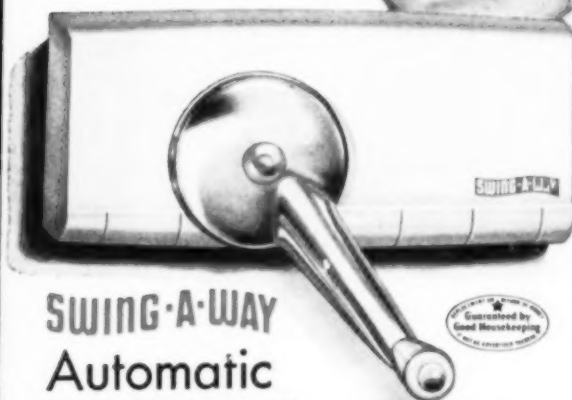
The grocery supermarket is scarcely 25 years old, but it already has conditioned most of our population to the idea of serving themselves in shopping. By 1948 almost three-fourths of the groceries in this country were sold by self-service. Contrary to what many think, a large share of this self-service business (40 percent) was done by independently owned stores rather than chains.

Grocery supermarkets now are getting into traditional hardware lines, and why not? A hardware dealer's markup looks good to a retailer who has been selling at an average margin of about 16 percent on retail price. Supermarket Institute, a trade association in the grocery field, recently reported that 68 percent of their members handle housewares, 31 percent sell glassware, 22 percent handle toys, and 12 percent carry electrical appliances. While sales in these lines still represent only a small fraction of total supermarket sales, there is a definite tendency for more stores to take on these lines. Many grocery operators feel that they have just scratched the surface in the selling of non-food items.

Drug stores have taken up the cry, and many of the newer stores are using self-service to sell such items as radios, appliances, clocks, glassware, paints, hardware, housewares, and toys. Sounds like a hardware store, doesn't it? Variety stores are trying self-service too. One of the large variety chains opened a self-service test store recently. If it is successful they are expected to make widespread conversions to self-service. A few furniture stores are using self-service with a marked degree of success. This certainly shows that even big ticket items can be

SWING-A-WAY GOES ALL OUT IN

Now...
here's
the
Can Opener
you asked for!



SWING-A-WAY Automatic CABINET Can Opener

Here's the revolutionary, new Can Opener you helped design. Over a span of years, we found the features women want most in a Can Opener. Now — for the first time . . . here they are.

- CABINET STYLING
all working parts are concealed in smart plastic cabinet
- IT'S AUTOMATIC
single-action locks the can and removes the lid
- MOUNT IT ANYWHERE
on tile, metal or wood — with screws or permanent adhesive
- DECORATOR COLORS
choice of red, white or yellow to blend with color scheme

Retail **\$5.95**
with magnetic "Lid-Lifter" **\$6.95**
Other models from **\$2.49**

5 YEAR GUARANTEE

Look for this famous trademark



At leading hardware and department stores — everywhere.

SWING-A-WAY MANUFACTURING CO.
4100 BECK AVENUE • ST. LOUIS 16, MO.
In Canada: Fox Agencies Ltd., Port Credit, Ontario

Reprint from BETTER HOMES and GARDENS



TV and RADIO

TIE IN—CASH IN

When homemakers read about the *Can Opener* they asked for—they won't be satisfied with anything less.

Why not sign your store name to this powerful national advertising with tie-in ads and merchandising of your own? Your SWING-A-WAY distributor has colorful displays, window decals, mats — *everything you need*—to guarantee extra sales and profits.

SWING-A-WAY



MFG. CO.

4100 Beck Ave., St. Louis 16, Missouri

In Canada: Fox Agencies Ltd., Port Credit, Ontario



WHAT SALES FEATURES! • WHAT DELUXE CUTLERY!

This is it... Fine cutlery with all the features you want for quick, easy sales—count them; 1) Heavy gauge, high carbon stainless blades... 2) *Frigid Tempered* for extra hardness 3) Hollow Ground... 4) *Strata-wood* Handles... 5) "Book" Packaging. What more could you want—a good price—it has that, too. This set, No. BS-2, retails for only \$10.00. A 10-piece set, No. BS-1, retails for \$20.00. Add the "Good Housekeeping" Guarantee Seal to all that and you have merchandise that will make you sales dollars. Ask your distributor now about Imperial Veri-Sharp *DeLuxe* or write direct for information.

VERI-SHARP HIGH CARBON STAINLESS

A handsomely grained, oil-rubbed wood block holds this good looking carving set. Hollow ground blades are *Frigid Tempered* to provide a long-lasting edge. *DurOwood* Handles thrive on abuse, take high heat, rough use with ease. Large-head, compression rivets keep blade and handle tight. See the complete Veri-Sharp line made by Imperial, open stock, kitchen, carving and steak sets. *Consumer satisfaction guaranteed, too.* Replacement or full purchase price refunded to any consumer not completely satisfied after a 30-day trial. You can't lose... there's good profit in this line.



No. CS-72
Retail.....\$3.50

Imperial KNIFE ASSOCIATED COMPANIES, INC.
PROVIDENCE, R. I.

General Sales Office: 1776 Broadway, New York 19, N. Y.

ONE OF THE LARGEST PRODUCERS OF CUTLERY IN THE WORLD

Imperial Veri-Sharp *DeLuxe* Household Cutlery
Imperial Veri-Sharp Household Cutlery
Stainless Tableware by Imperial

Imperial Jack-master Pocket Knives
Ulster Pocket Knives
Schrade-Walden Pocket Knives

sold this way if the operation is handled properly. Appliance stores, shoe stores, dress shops, department stores, gasoline stations, and auto supply stores are all slowly joining the parade. While not widely used in any of these lines as yet, self-service has proved entirely practical and in many cases very profitable. About every item presently sold in hardware stores is being sold by self-service techniques in some type of store.

Self-service sounds like "higher pilferage" to many dealers, but this has not proved to be the case in other stores. Pilferage of non-food merchandise in supermarkets generally has run less than one percent of sales. In variety stores it has run about the same. In department stores, where toy departments often have been put on a self-service basis, losses from theft have not increased. Getting personnel out from behind the counters seems to be a big help in cutting this type of loss. Items that can be stolen easily are relatively safe when displayed near the checkout counter.

A successful self-service operation does not just happen. There are several very important aspects for the dealer to consider. First, heavy customer traffic is much more important than it is in the traditional "service" type of operation. The "self-service concept" is that a combination of attractive displays plus heavy customer traffic past these displays brings maximum sales. Therefore, careful layout planning and merchandise arrangement in that layout are vital to success. Yet with self-service it is relatively easy to determine which items produce the greatest volume per square foot and thereby deserve preferred locations.

Greater store traffic does not come automatically with the shift to self-service. It is often necessary to engage in more aggressive promotional policies to get more customers into the store. The same results may be obtained by (1) adding traffic building lines not previously carried, (2) giving more emphasis to existing lines that will build traffic, or (3) adding certain other activities (for example, equipment rental) that will bring traffic into the store.

An increased emphasis on fixturing for visual and open display is needed. Self-service cannot live unless the customer can see and touch the merchandise. Heavy use

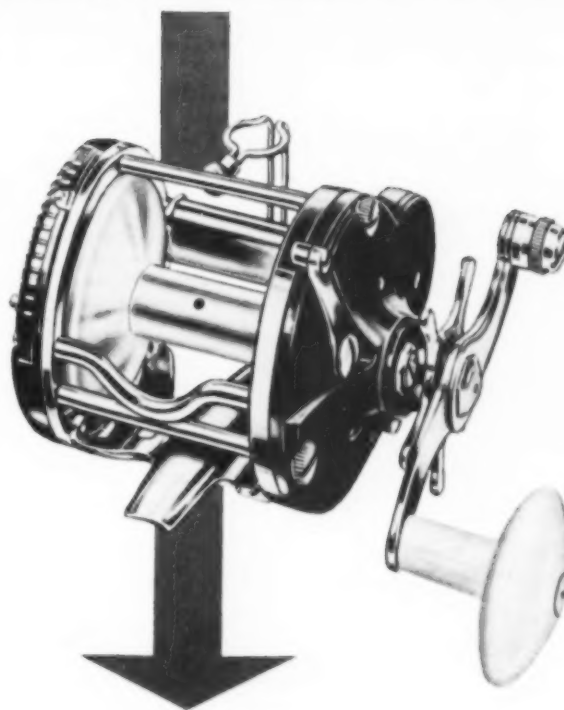


OCEAN CITY - MONTAGUE DEALER NEWS

PHILADELPHIA, PA. • MONTAGUE CITY, MASS.



The new and revised Free Reel Parts Service Manual will be in the mail to all dealers shortly. Be sure to make good use of it to increase your service and repair income.



HERE'S A REEL THAT COST \$60,000

● The new Ocean City #255 Level Wind Surf Reel—the reel that couldn't be made—cost more than \$60,000 to develop.

We could dig up more development cost figures that would feel right at home alongside the national debt—such as the \$116,000 we've just spent on a very special Ocean City Reel to be announced this summer, or the constant research to further improve our Montague Rods.

BUT—we only mention this because we want to make this point: when you stock in Ocean City Reels and Montague Rods, you can be sure that no pennies have been pinched in proving—proving absolutely—that they meet the most exacting requirements for performance, stamina, and all-around quality and craftsmanship. There's lots of rod and lots of reel beneath those trademarks—and your customers know it.

"WORLD LEADERS IN RODS AND REELS"

Dealers are discovering new profits

When They Stock
Fast-Selling

Belmont...

The ONLY "Guaranteed" Enamelware



Sauce Pot



Double Boiler



Refrigerator Pan

Top Quality, Popular Priced
ENAMELWARE

Made
by

Belmont Stamping & Enameling Co.
111 Belmont Street • New Philadelphia, Ohio
Division of The Ridge Tool Company

Use the coupon to get a FREE Sample!

Memo to Belmont:

Please send me FREE Belmont Titanium Enamel Pie Pan (Dealers only) ☐ New Catalog ☐

Name _____

Store _____

Address _____

City _____

Zone _____

State _____



This Label Assures You
Fast Turnover!

Belmont Quality "Sells"

Belmont—and only Belmont—carries the label that guarantees your customers top quality for their enamelware dollars. Inside that durable gleaming white enamel there simply has to be the finest materials available to produce the constantly uniform product your customers want. That's why dealers who go Belmont report volume, turnover and profits are UP!

Belmont Appearance "Sells"

Dealers tell us that when they clear out dusty remnants and job-lot bargains of enamelware, and display uniform shining white Belmont ware, the "eye appeal" is real "buy appeal"—ringing cash registers prove it!

Belmont Popular Prices "Sell"

Your customers buy all the Belmont ware they want for the price of a piece or two of those fancy, expensive metal utensils—and don't think that isn't important to a lot of budgets! Volume production makes possible the best buy for utility and beauty on the market.

Belmont Safe Delivery "Sells"

Only Belmont gives you scientific packaging that assures damage-free delivery. Practically stops headaches of carrier damage claims, costly replacement delays. Belmont ware arrives in perfect, clean, saleable condition.

You sell more faster, you make more with Belmont
—and we're not kidding!

must be made of informative signs to (1) help customers to locate merchandise and (2) for point-of-sale selling. Since there are few sales people, merchandise knowledge needed by the customer must be obtained from point-of-sale display materials. Strange as it may seem, the quality of much retail salesmanship is so poor that good point-of-sale materials give the customer more product information than does the typical store salesman.

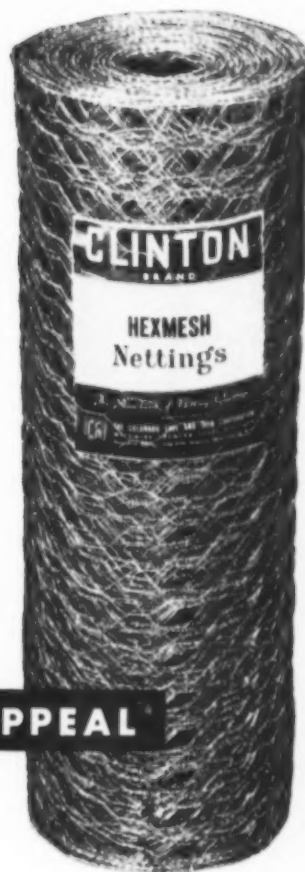
Manufacturers and wholesalers need to cooperate in the development of self-service in hardware. Packaging in convenient sales quantities is one very important job for them. It is especially necessary that small items that are usually bought in multiple quantities should be prepackaged in the quantities commonly purchased. Packaging of this type can be a big saver of time and labor in the store. Packaging also serves a very important point-of-sale advertising and display function. Not only can much merchandise knowledge be given in this manner, but customer attention is attracted by the eye-catching power of the package. Packaging also can help cut down pilferage.

Is Self-Service the Whole Answer?

No, it is not! There always will be local conditions that make a place for the traditional store. However, take heed from grocery experience. Twenty years ago the supermarket was still unknown in most localities. During depression days they were known as "Cheapies" and many predicted they would die with the end of the depression. However, it was the traditional grocery store that suffered. People liked self-service and grocery stores with a 30 percent markup could not compete with those which were willing to take less than 20.

Today hardware stores seems to be in much the same boat. They, too, have a traditional method of store operation and a relatively high markup. This makes them a prime target for low markup stores. In time these stores will cause real trouble for the hardware man as competition threatens traditional margins. These operators are set up for low markup merchandising and have plenty of experience in such competition. The question is, Mr. Retailer, are you ready to meet this kind of competition?

Clinton hex mesh nettings



HAVE DIVERSIFIED CUSTOMER APPEAL

OTHER WICKWIRE
HARDWARE PRODUCTS



Gold Strand
Insect Wire Screening



Clinton Standard
Hardware Cloth



Perfection
Door Springs



Quick Hitch
Gate Springs



Wissco Flexible
Wire Clothes Line



Wissco TV
Guy Wire

MANUFACTURED in a wide variety of widths, meshes and wire sizes, Clinton Hex Mesh Nettings are used extensively for poultry and fur farm enclosures, crab traps, stucco reinforcement, baseball and tennis court enclosures, and for numerous other diversified purposes.

You can count on continued customer satisfaction with sturdy Clinton Hex Mesh Nettings. Made with extra strong selvages, they hang well, are easy to handle, will give years of weather-resistant service.

Write or call our nearest sales office for full details.

THE COLORADO FUEL AND IRON CORPORATION • Denver, Colorado
THE CALIFORNIA WIRE CLOTH CORPORATION • Oakland, California
WICKWIRE SPENCER STEEL DIVISION • Atlanta • Boston • Buffalo
Chicago • Detroit • New York • Philadelphia

WICKWIRE



HARDWARE PRODUCTS

PRODUCTS OF WICKWIRE SPENCER STEEL DIVISION
THE COLORADO FUEL AND IRON CORPORATION

Have a Sales Picnic



with
Pemsco's NEW All-Purpose

FOOD Carrier COMBINATION
Cover



Pemsco's ALL-PURPOSE Food Carrier-Cover combination keeps pastries fresh for days; provides an easy way to carry pies, cakes, sandwiches, hot dishes and many other food items to parties, picnics, etc. Beautiful Hand Decorated Flowercraft Design and sparkling colors add beauty to any kitchen, and its ALL PURPOSE uses give this item year around appeal.



Pemsco's All Purpose Food Carrier-Cover Combination . . . hand decorated in gay colors . . . makes it easy to carry pies, cakes, hot dishes and many other foods to parties, picnics, etc.

Use the covers to keep foods fresh and appetizing . . . use the tray by itself to serve cake and sandwiches . . . use the compact unit for carrying hot or cold food to parties and picnics. Any way you use it . . . you'll find the new Pemsco Combination one of the handiest and most attractive items in your home!



Pemsco's NEW All-Purpose Mag-Rack

**Can be used
in any room
in the house**

The Pemsco Mag-Rack fits well into any room. Not too big for crowded bathrooms, yet is large enough to hold sufficient number of magazines. The Pemsco Mag-Rack is attractive and rich-looking, will blend into any living room decorative scheme. Sturdily built, the Mag-Rack can stand heavy use of basement play rooms dens or outside patios.



The Pemsco Mag-Rack will give you an item with volume sales and year-round appeal. Every family will want one or more. An inexpensive magazine rack, expertly made from heavy gauge materials and velvet ebony finish with beautiful Hand Decorated Flowercraft Design.

Each Item \$2.95 Order Today
Retails for Only From your Jobber

PEORIA METAL SPECIALTY COMPANY 2505 S. Washington St.
PEORIA, ILLINOIS

More Profit from Paint (Continued from page 34)

to the more popular colors.

Swinney's stock includes, for instance, inside wall, two kinds of floor paint, inside wall gloss, and semi-gloss, trim and shutter paint, outside paints in all colors and odds and ends of varnish stains, primers, shellacs and clear varnishes.

Swinney, who has been pushing his paint on radio "spots" for more than two years has found this advertising very effective—if used correctly. Because of his experience in this field, Swinney believes he can offer a few helpful hints to dealers who are using (or planning to use) that medium.

"First of all," Swinney emphasized, "buy your time on the best station in town. It will cost a little more but you'll reach more people. Then, too, by plugging your product on 'the' best station, your business will acquire a little added prestige.

"You will notice I said product—not products. To get the most out of your radio advertising dollar you have to decide in advance what you want to push on the air, and stick to it. The only way to sell over the air is to keep hammering away at one product until the listeners are ready to pull their hair out. They'll get sick to death hearing the same screwy jingle, slogan or nauseating voice—but they'll remember it. And that's what you're paying your money for. You can't advertise everything in your store. The listeners simply won't remember it and you've wasted money.

"We found that it was best in advertising paint just to tell what we had, where it could be purchased and let it go at that. You're wasting your time harping on your low prices. They're quickly forgotten. If you plan to plug a sale, just announce that one is in progress or will start at such-and-such a time and will last so long. Don't give the listeners exact prices on anything. They know that if you're having a sale, prices have been cut. Make them come into your store to find out just exactly what they are. They may buy something else.

And they quite often do buy something else when Swinney puts them in charge of "Pete," his ace salesman. The remarkable thing about Pete is that he is willing to work 24 hours a day if necessary,

is always on time, doesn't argue with the boss and never asks for a raise.

This unbelievable "employee," of course, is not human, but rather an electric paint conditioner. Swinney purchased it for \$100 back in 1949, more out of curiosity than for any other reason. Since then he has found that its true value goes far beyond that of stirring up paint.

Here is how Swinney makes it work:

"To begin with, I never ask a customer if he wants his paint shaken," Swinney explained. "I put it on the conditioner as a matter of course. The customer appreciates this service and it gives me more time to try and sell him something else. This is where Pete comes in.

"If the purchaser appears to be interested in something else in the store, I merely adjust Pete's timing device and he shakes longer. By use of this simple scheme, I can keep a customer in my store 30 minutes if necessary. If, on the other hand, he is in a hurry or I can see that he doesn't want any additional merchandise, Pete can shake up the customer's paint in a few moments and I can be serving another customer at the same time.

"When this machine wears out, I'm going to get another one, even if they've boosted the price to \$500. It will be worth every nickel of it."

Room Air Conditioners

(Continued from page 35)

prices than the other makes. Thomas finds that, if customers, cannot afford the top prices they may settle for a less expensive, model.

One of the most effective ways of attracting the attention of regular store traffic to air conditioning units, Thomas has found, is to hook up two or three to electric outlets and keep them in operation, preferably along an aisle through which most of the store's customers pass.

McDuff Hardware Co. has not found any difficulties in selling room air conditioners that are different from those encountered in selling any other electrical appliance. In fact, in some respects the selling is easier. The prospect who enters the store to look at air conditioners has already been

Be Sure of Customer Satisfaction

Sell **LUFKIN**

EASY TO READ
MARKINGS
THAT ARE DURABLE



LEADER CHROME CLAD tapes lead the field in quality and durability. Chrome plated line gives longest service—is most rust and corrosion resistant. Sturdy case covered with tough maroon vinyl.

THE
LONG STEEL
TAPES WITH
**All Metal
Lines**

MARKINGS
**Stay
Easy-to-Read**



NI-CLAD — Abrasion tests prove it will last many times longer than painted tapes. This long-lasting nickel-plated tape at a low price is a profit-maker. Case covered with durable green vinyl.

For all 'round durability, Lufkin tapes with all-metal lines can't be equalled. They won't surface crack, chip, or peel . . . they're rust and corrosion resistant. **FIGURES AND GRADUATIONS WON'T WEAR OFF** because they are bonded to the line and protected by multiple electro platings. Jet black markings are easy to read against satin chrome or nickel backgrounds. Choice of regular or folding hook ring.

SELL LUFKIN! Be sure of customer satisfaction . . . and you can be sure your customers will be easier to sell because millions of ads nation-wide keep them convinced that "Lufkin" means top quality.

Send for sample of free descriptive folders you can use to build your tape sales. We'll furnish them in quantity with your name imprinted without charge.

SELL **LUFKIN** TAPES • RULES • PRECISION TOOLS
Order Them From Your Hardware Jobber

246

THE LUFKIN RULE COMPANY, SAGINAW, MICH., 132-138 Lafayette St. New York City . . . Barrie, Ontario

"softened up" by the discomfort of his home or office or has been influenced by the results achieved by friends and neighbors who have already installed conditioners. As previously mentioned, the wide use of cooling units in stores and offices has already created a home market.

McDuff salesmen are careful not to promise that any specific room temperature will be attained by the installation of an air conditioner.

"What the customer should know or should be told if he does

not know," says Thomas, "is that temperature is not too important in feeling comfortable. The air drying operation of the room air conditioners, by removal of humidity from the area being cooled, makes for comfort even when the room temperature may be relatively high.

"We have had complaints," said Thomas, "that a room conditioner was not reducing the temperature below 85 with an outside temperature of about 95. We ask, 'But are you comfortable?' The answer usually is, 'Yes, I've got my coat

on.' "

Whether to try to sell a customer a 1/2-ton, a 1-ton or a 3/4-ton unit, in the experience of McDuff Hardware Co., depends on two factors: how much can the customer afford to spend, and how much room area is to be cooled. If the customer wants to cool more than one room, McDuff tries to sell two or three units, which it has done in quite a number of instances. If the customer for two or three units is undecided as to which one to select, McDuff has found that the customer's indecision can be quickly overcome by an offer to install two or three different makes for a trial period. After this trial, the customer selects the one that he thinks has given him the best service and the store replaces the others with the type selected.

Installation and service have not given McDuff Hardware much trouble. At first an installation charge of \$35 was quoted, but after some experience this was reduced to \$20. If a masonry alteration is required such as knocking out a brick wall, McDuff does not attempt to do such work, but refers the customer to a brick or stone mason who can do it. Customers who have the mechanical aptitude are told that they can easily make a simple window installation by following the printed instructions. Installations in casement windows also come under the \$20 charge.

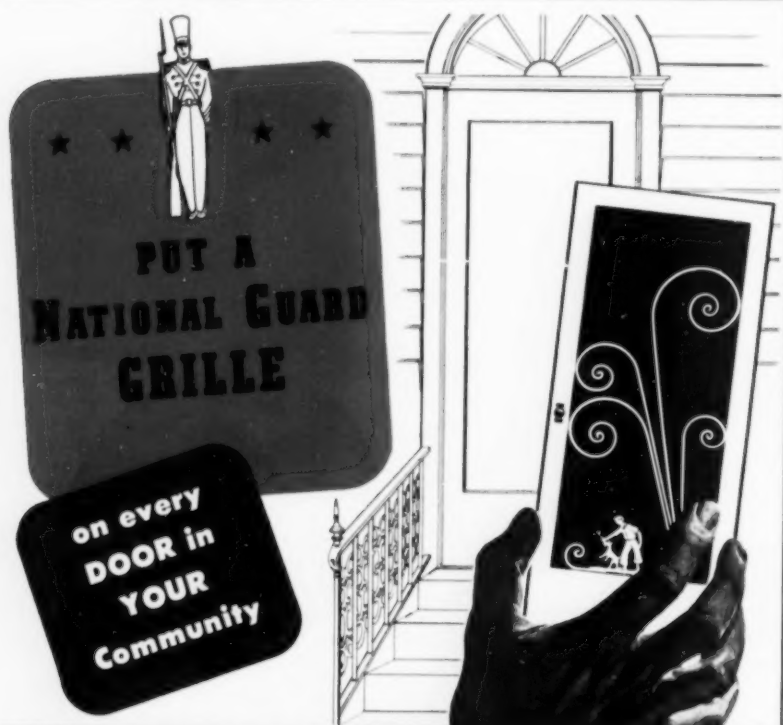
Service troubles with the units McDuff has sold have been almost nil. Since all room air conditioners are made with sealed units, any trouble that might occur is usually in the unit; if that has failed it is taken out and a new one installed. McDuff has had less replacements of this kind that would occur on an equal number of refrigerators.

About 65 percent of McDuff's air conditioning business last summer was on installment terms, about 25 percent on 90-day terms consisting of four payments without interest; and the remaining 10 percent sold for cash.

Plumbing Fixtures— Major Source of Profit

(Continued from page 36)

recognized the fact that we couldn't sell plumbing fixtures in competition with established plumbers, mail-order houses, etc.,



PROFIT BY A VAST MARKET WITH THIS COMPLETE LINE
OF SCREEN DOOR GRILLES THAT SELL THEMSELVES!

NATIONAL GUARD SCREEN DOOR GRILLES ARE *Adjustable*

Yes, they fit all popular size doors. (Size "S" for regular Screen Doors, Size "C" for Combination Doors.) Hand-crafted steel scroll work features two coats of white enamel! Life-like figurines are of cast aluminum — NOT stamped! These beautiful Grilles list from \$6.50 to \$21.50!

**UP
YOUR SALES!**

ONE OF
8 MODELS

\$18.00

LIST PRICE



★ NATIONALLY
ADVERTISED IN

- BETTER HOMES
AND GARDENS
- HOUSE BEAUTIFUL
- LIVING
- SUNSET

SEND FOR ILLUSTRATED BROCHURE

IF YOUR DISTRIBUTOR CANNOT SUPPLY YOU WRITE US DIRECT.

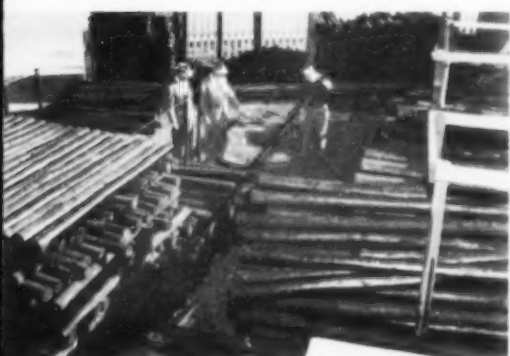
NATIONAL GUARD PRODUCTS, INC., 540 JACKSON AVE., MEMPHIS, TENN.

Good Merchandising builds a nice volume in **PRESSURE-CREOSOTED** fence posts for

W. R. McKee Lumber Co., Lee's Summit, Mo.



W. R. McKEE (right) AND HIS SON, W. R. McKEE, Jr., have found pressure-creosoted fence posts a good item for their firm in Lee's Summit, Mo., just 12 miles from Kansas City.



PRESSURE-CREOSOTED POSTS AND POLES are stored in the yard at McKee Lumber Co. Approximately 3000 posts, or a carload, are kept on hand in 14 sizes. Other sizes can be obtained quickly from their nearby pressure-treater.

STRATEGICALLY-PLACED highway signs, frequent newspaper advertising and a concentrated direct mail program — backed by a quality product that is sure to satisfy the customer — have built a profitable volume on pressure-creosoted wood fence posts for W. R. McKee Lumber Co., Lee's Summit, Mo.

Located near Route 50, the main artery between rural Central Missouri and the livestock marketing center of Kansas City, W. R. McKee took advantage of his location in 1949 with highway signs advertising pressure-creosoted fence posts.

"A farmer drives 50 to 75 miles to market with a load of stock," says W. R. McKee, Jr. "He doesn't like to drive back empty. He'll haul something back."

Sales figures tell the story: business on pressure-creosoted fence posts increased the first year. And in 1952, volume on pressure-creosoted wood doubled over 1951. Fourteen sizes of posts and poles



HIGHWAY SIGNS like this remind farmers on their way to livestock market that McKee Lumber Co. is their headquarters for pressure-creosoted fence posts.

are stocked in the yard and the average sale is 100-200 posts.

The McKees find that handling pressure-creosoted fence posts not only boosts the sale of fence and wire, but also brings customers back to their place of business because of the good results they get from these posts.

HERE'S HELP FOR YOU IN SELLING

PRESSURE-CREOSOTED FENCE POSTS

Turn the page to read how the makers of U-S-S Creosote are helping to promote the use of pressure-creosoted fence posts in your area. Then mail this card (no stamp necessary) for full information on how to become a pressure-creosoted fence post dealer.

MAIL THIS CARD TODAY — NO STAMP NEEDED!

What is pressure-creosoting?

Modern wood treating plants, using precise engineering methods, force a measured amount of Creosote into wood posts. This process protects them from termites, fungi, and dry rot . . . gives them far longer life. Many of these plants use U-S-S Creosote, a quality product of United States Steel.



United States Steel Corporation
Room 2813-J, 525 William Penn Place
Pittsburgh 30, Pennsylvania

I'm interested in handling pressure-creosoted fence posts. Please send me more information and put me in touch with pressure-treaters who produce this product. And include a copy of your new guide, "Fences That Pay."

Name _____

Address _____

City _____

State _____

HERE'S HELP FOR YOU IN SELLING PRESSURE-CREOSOTED FENCE POSTS

FARM PAPER ADVERTISING

Before the fall fence-building season gets under way, advertising in leading state and regional farm papers again will be telling your farmer customers all about long-lasting pressure-creosoted wood posts.

They'll stress the savings in labor, savings in replacements and savings in fence that result from using pressure-creosoted fence posts. They'll go a long way toward convincing farmers that pressure-creosoted posts are the best wood posts.

FENCE CONSTRUCTION GUIDE

The makers of U-S-S Creosote have prepared a guide to the best approved methods of fence construction. It deals with problems farmers encounter in building fence, and it shows how pressure-creosoted posts save time and money.

When you mail the card below, we'll send you a sample of this guide, "Fences That Pay." Look it over. If you'd like copies later for your farmer customers, your pressure-treater who uses U-S-S Creosote can supply you.

MATS FOR LOCAL ADVERTISING

United States Steel is a major producer of Creosote used by many producers of pressure-creosoted fence posts. When your supplier tells you he uses U-S-S Creosote, you can be sure a quality preservative has been used.

BUSINESS REPLY CARD

No Postage Stamp Necessary If Mailed in the United States

— POSTAGE WILL BE PAID BY —

UNITED STATES STEEL

**Room 2813-J, 525 William Penn Place
Pittsburgh 30, Pennsylvania**

FIRST CLASS
Permit No. 3117
(SEC. 34.9 P.L.&R.)
Pittsburgh, Pa.

YOUR NEIGHBORS WILL TELL YOU:



**"I save on fence
with pressure-
creosoted
fence posts."**

George Ralmer's 194-acre farm is located near Independence, Missouri. He says:
"I got acquainted with pressure-creosoted posts through the Farm Service. One of which I use a fence. After seeing creosoted posts so good in use after 10 years of use, I decided to use them. I certainly don't doubt for one minute that pressure-creosoted fence posts will last for at least 30 years."



**Pressure-Creosoted Fence Posts
Save Money For You Three Ways**

1. **YOU SAVE ON PRICE.** It's a costly proposition to repair or replace fence posts. Because pressure-creosoted posts are so resistant to adverse climate and soil conditions, and to attack by termites and other agents of wood destruction, additional expense due to fence posts are eliminated.
2. **YOU SAVE ON LABOR.** It takes less time to install pressure-creosoted posts. They're stronger, uniform in size, and they require no such fitting to be set securely.
3. **YOU SAVE ON REPLACEMENTS.** Farmers report that pressure-creosoted posts outlast untreated posts by as long as forty years. Figure the average over a period of time - they will surprise you.



**Why Pressure-Creosoting makes wood posts
last much longer**

Creosote oil is the time-tested wood preservative. When the right amount of creosote oil is forced into wood, the wood becomes highly resistant to decay. Many pressure-treating plants treat their posts with U-S-S Creosote Oil, a quality product of United States Steel.

UNITED STATES STEEL CORPORATION
525 William Penn Place • Pittsburgh 30, Pa.

Send me a sample of the guide, "Fences That Pay."
Name _____
Address _____
City _____ State _____ Zip _____
I would like to know the name of the nearest supplier of pressure-creosoted fence posts. The obligation of mine is _____
Name _____
Address _____
City _____ State _____ Zip _____
I would like to know the name of the nearest supplier of pressure-creosoted fence posts. The obligation of mine is _____
Name _____
Address _____
City _____ State _____ Zip _____

**You've heard about them!
You've read about them!**

We sell them!

PRESSURE-CREOSOTED fence posts

• You've heard about pressure-creosoted posts from your neighbors... you've read about them in leading farm magazines. Pressure-creosoted posts mean fewer posts to buy over the years... less labor in setting and resetting... longer life from the fence itself.

Why are pressure-creosoted posts your best buy? Because they are the engineered products of modern wood treating plants. Just the right amount of Creosote Oil is forced deep into the wood to give it the longest possible life. There's no guesswork involved.

Over the years, you'll find pressure-creosoted posts cost you far less than any other wood post you can use. Come in and get prices and other information today.

Your headquarters for PRESSURE-CREOSOTED posts

DEALER SIGNATURE

without offering something more than our competition offered. Therefore, we simply decided that we would guarantee installation of everything sold, as well as its maintenance. This idea caught on fast. People who had postponed installation of new, modern sinks in their kitchens, or construction of a house, for example, happily gave us orders, which we might never have received otherwise. The market proved to be even larger than we had anticipated, with the result that it was necessary to begin employing additional plumbers."

During 1948 and 1949, the company experienced a still larger building boom, and it was necessary to scour the entire central Texas area to find more plumbers. Within a few months, the crew had increased to nine, and by 1952, with the market showing no signs of lagging, 17 plumbers were placed on the payroll. Under the direction of T. A. Laramey, the crew of plumbers has made it possible for Temple Hardware Co. not only to snag the lion's share of remodeling projects, but to bid on large housing developments and even commercial building.

"Sales are simple," Laramey said. "We operate in precisely the same manner as the plumbing showroom. The customer may come in and select the fixtures desired for a remodeling job, and we quote her the installed price after a quick inspection of the premises. Or, a builder or an architect may bring the home-owner here to select fixtures, which we sell on the same basis. No matter what the precise angle may be on the sale, we are set up to deliver every piece of pipe and every plumbing fixture required for a new home. The fact that the customer can select it with the surety that it will be installed when desired has erased any likelihood of sales resistance."

According to Laramey, it has not been unusual for the company to realize as much as \$100,000 in plumbing fixture sales volume in a single season. Naturally, much of this six-figure business is derived from supplying builders of large housing projects. A surprisingly large share, however, is attributed directly to the individual homeowner, pleased with the wide selection of brand-name plumbing fixtures shown and with the speed in installation and repair service.

In 1951, when storage space became over-crowded with plumbing

fixtures, the store added a new warehouse, some four blocks away, with a convenient yard, brick building, metal storage shed, etc. Here, two or three carloads of new fixtures may be received without crowding, and the warehouse itself serves as an effective showroom for the volume buyer who is constructing dozens of homes.

With plumbing fixture sales multiplying, Temple Hardware Co. has not found it necessary to go into promotion too heavily. However, the company uses newspaper advertising regularly, most-

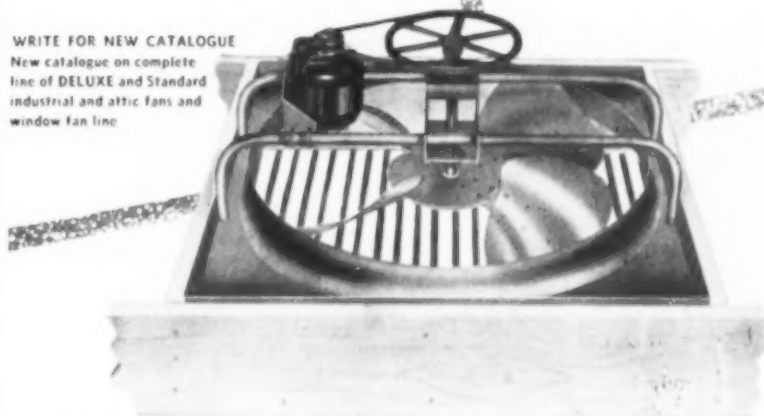
ly display ads supplied by fixture manufacturers. Also, periodically, approximately 5,000 interested prospects receive booklets on new plumbing fixture developments, installations, bathrooms and kitchens, etc., bearing the store's compliments. Aiming at the individual home-owner, Temple Hardware Co. has won the approval of the local F.H.A. administration and is currently doing much of its home remodeling work. With literally hundreds of homes being remodeled in the area, all requiring new plumbing fixtures, the in-

Guarantee to . . . **DISTRIBUTORS**

**it's impossible
to lose money
on a murray franchise**

You can't lose. Simply report
unsold fan inventory to murray after season
—for **FULL CASH CREDIT**. No inventory carry-
over, no tie-up of capital. Report inventory and get
your check by return mail.

WRITE FOR NEW CATALOGUE
New catalogue on complete
line of **DELUXE** and **Standard**
industrial and attic fans and
window fan line



Murray
COMPANY OF TEXAS, INC.
ATLANTA, GA.

ventilating & window fans

H. C. BIGLIN COMPANY, INC. • 177 HARRIS ST., N.W. • ATLANTA, GA.

dividual home-owner comprises an important market.

At no time has Temple Hardware Co. allowed the success of its plumbing fixture department to submerge its identity as a hardware store. "First and last we're hardware dealers," Sammons said. "We emphasize that the 17 plumbers on our payroll are there because they back up our sales, guarantee installation and service. We are making no attempt whatsoever to sell plumbing repairs or to sell labor. There is very little profit in the latter, and we maintain the staff because our sales are large enough to warrant it. Each of our plumbers, incidentally, is an effective salesman for the store. While out making installations or repairs, each has been trained to watch for leaky automatic water heaters, poorly-operating ranges, refrigerators, washing machines, etc. Recommending our appliance department, each receives a sliding-scale commission on new appliance sales. We have found volume rising sharply in that department. Similarly, they talk up our paint, tool, housewares, china and gift departments. With these 17 additional sales representatives

out in the field, there is scarcely a department in the store which has not benefitted directly."

There is no certainty that the department will remain at its present size, Sammons said. Temple has experienced a large increase in population since the end of the war, and with one of the largest veterans' hospitals in the country located only five miles away, more and more population increases are expected.

Idle Moment Profits

(Continued from page 39)

paint, brushes, varnish, etc.

The store's work shop is located at the rear of the store, separated by a low partition over which Feldman can see into the store.

Near the work shop is an attractive display of hand tools. Many sales in this line are made to customers who bring in tools to be sharpened. Often a comparison between a worn tool and a new one will convince the customer that his tool is beyond repair. For instance, recently a customer brought in a pair of pruning shears to be reconditioned. They bore the

earmarks of having been used for cutting wire. Feldman selected a new pair and pointed out to the customer how badly the old pair was mutilated. The customer immediately purchased new pruning shears and a pair of wire cutters.

Feldman has provided parking facilities in front of his store, for he considers ample parking space a real necessity when delivery service is not maintained.

"One Day" Specials

(Continued from page 40)

vestment. And because of the grocery competition, it is my intention to concentrate on some especially attractive housewares special on each and every Trades Day.

No Personnel Problems for This Dealer

(Continued from page 41)

a loan. When I discovered what the trouble was, I told him to wait two months."

Callaway has experienced very little difficulty in collecting, and this service to employees is seldom abused. He feels that his loan program has been partly responsible for reducing labor turnover and has helped to bolster employer-employee relations.

In addition to the loan plan for employees, Callaway offers his employees other benefits and incentives the year-round. A liberal vacation and sick-leave policy has been established, whereby employees receive one day of vacation with pay for each month they have worked during the year and an additional one-half day sick leave for each month's seniority. Employees who are absent on sick leave are requested to furnish satisfactory proof that they have been under a physician's care. Callaway also pays 50 percent of the cost of life, accident and hospital insurance policies covering the employees and their immediate families.

Employees are given one-half day off each week during the entire year. The days off are rotated, so that two employees are absent from the store on Tuesday, two on Wednesday, and two on Saturday afternoons, when store traffic is on the wane. On Tuesdays and Wednesdays, one employee will

Get EXTRA Sales MORE Profits!

with

TANDROTINE

The Popular PAINT THINNER!

IT'S PROVEN
IT'S ECONOMICAL
IT'S a Quality THINNER

ORDER
TANDROTINE Today!

Get ready for
EXTRA Sales,
MORE Profits.



TANDROTINE is preferred by both painters and home-owners for use wherever a high grade paint, enamel, or varnish thinner is needed.

That is because TANDROTINE is such an excellent thinner and cleaner of brushes, as well as a remover of grease. It also dissolves wax and does a hundred other household tasks. TANDROTINE has a high flash point, a pleasing odor, long leveling, and even flow. It is slow drying.

Get your supply now!

take the morning off, another the afternoon. Because Mondays, Thursdays, Fridays and Saturday mornings are the store's peak periods, no regular off-hours are permitted at these times.

At Christmas, employees receive a week's extra pay and a Christmas party at Callaway's spacious home in suburban Ensley. "I want the employees of my store to think of themselves as one big family," Callaway said, "and I try to treat them like a family." The Christmas party usually is one of the highlights of the Yuletide season for each of the employees.

In line with his policy of giving employees the most attractive working conditions possible, Callaway has installed a bonus plan whereby three percent of the store's gross sales goes into a fund whenever volume exceeds \$10,000 in a single month. The amount then is divided equally among employees.

"We also pay commissions about five months a year," he continued, "usually in March, April, May, June and December. May normally is our best month, and employees average approximately \$75 in commissions at that time."

This bonus system definitely has improved employee relations, he pointed out, as well as encouraged cooperation among employees in selling merchandise. "When one employee has difficulty in closing a sale, another employee frequently will try to supplement his efforts, because everyone benefits when our volume goes up," he explained. "The result, of course, has been increased sales."

Screen Door Grilles a Profitable Specialty

(Continued from page 43)

to give the impression that she has an extensive stock and a wide selection.

A check among other dealers in the area and in nearby towns revealed that ornamental screen door grilles are enjoying such popularity now that some of the dealers are finding it difficult to stock them. Mrs. Matula does not permit her stock to run too low, for her aim is to maintain a reputation for having a wide selection.

"I like to feature the grilles because they help to sell related merchandise," she pointed out. Fore-

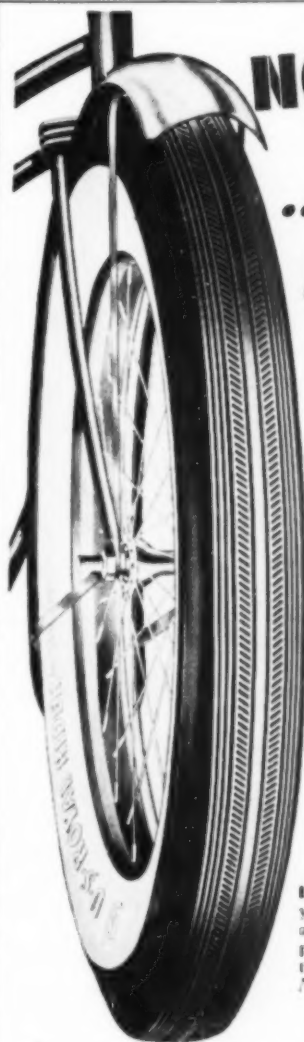
most among related items enjoying the traffic which grilles create are paints and builders hardware. "Sometimes people who come in for only a grille will buy a new screen door, hardware for the door, and paint.

"If they are tourists, I call their attention to small electrical appliances, which tourists often buy for themselves and for gifts. Nearly every tourist is interested in having some small appliance with him—a traveling iron, small electric percolator, grill, or toaster."

Along with the lively mail order

business which she has developed on screen door grilles, Mrs. Matula also will mail the small appliances anywhere the customer designates. However, although she caters to tourists, she does not neglect her local customers and prospects.

When she and her husband, now deceased, first opened the store, they called regularly on tourist courts. Now the owners know her, and she keeps their patronage by promoting the two items which help to "dress up" the courts—ornamental screen door grilles and paints.



NOW AVAILABLE

..The most sensational bike tire development in 20 years!

- **Actually Coasts 65% Farther**
than all previous balloon tires.
- **Lasts Twice as Long**
as all ordinary bike tires.
- **Steers and Handles Like a "Lightweight"**
...actually out-coasts most lightweight tires.
- **Streamlines and Modernizes All Bikes**
—old or new!
- **Now Chosen as Original Equipment**
by leading bicycle manufacturers.

IMPORTANT! Contact your jobber immediately—he has the proof—the tires—the profits for you **NOW!**



The Radical New

U.S. ROYAL *RIDER*

UNITED STATES RUBBER COMPANY

549 East Georgia St., Indianapolis 6, Indiana

NEW

PRODUCTS

AND SALES PROMOTION MATERIAL

Brass Fireplace Fixtures

A new line of brass fireplace furnishings have been added to the Royal Line, featuring a complete selection of curtain screens and new styles in andirons and firesets. The BE-800 ensemble, shown here, is an



example of the new Royal fixtures, featuring full-length curtain screen, hanging brush and poker. The polished brass andirons are 16 $\frac{3}{4}$ " high. Ring pulls operate curtains individually on traverse rods for maximum opening and ease of operation.

Chattanooga Implement & Mfg. Co.
Chattanooga, Tenn.

Can Opener Display Unit

A free self-dispensing can opener display has been added to the Dazey Corporation's line as an additional selling aid. The No. 24 point of sale display assortment contains 24 Dazey can openers in regular packages: 6 No. 32 Budgit, retailing at \$1.49; 6 No. 33 New Junior Magnetic, retailing at \$1.95; 6 No. 61 Senior, retail-



ing at \$2.69; and 6. No. 80 DeLuxe, retailing at \$3.49.

Named "Pick-a-Dazey," the display is free with the purchase of merchandise contained. Its retail value is \$57.72. Attractively silkscreened in yellow and black, sturdily built, and requiring counter space of only 8 x 16 x 17 inches, the display weighs 33 pounds, complete with merchandise. Each product is displayed above its respective dispensing slot, and the name and price of each can opener is clearly marked.

Dazey Corp.
St. Louis 7, Mo.

Brush Catalog

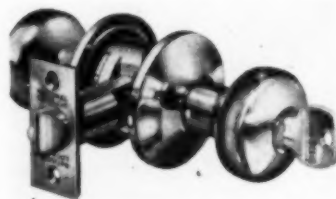
A new 62-page catalog, No. 53, has been completed by Ox Fibre Brush Co. Features of the catalog, designed primarily to aid buyers in their selection of brushes and preparation of orders, include an Index of Assortments, of names and of



numbers; general information for those not familiar with the brush industry; a section on Ox Fibre's palmetto operation; arrangement of all brushes by sections, according to use, and the alphabetical arrangement of these sections for easy reference.

Two extras are a complete 7-page section on floor sweeps, including a use and selection table; and a separate, gate-folded section in four colors, covering Oxco's many assortments, deals and counter displays.

Ox Fibre Brush Co.
Frederick, Md.



New Lockset Series

Series 440 Lockset, a new budget-priced lock, has been added to the National Lock Co.'s line of "Distinctive Hardware." The new No. 410 series, it was announced, is styled to complement every type of architecture. A wide selection of finishes and split finishes is offered. Wear-resistant lacquer baked on at high temperature assures long-term finish.

Key locks, turnbutton locks, push-button locks, privacy locks and knob latches are available in the new series. Knob and rose are made of brass, bronze or aluminum. All working parts are rust-proof, selected cold rolled steel. There are no die-cast materials. Cylinder is 5-pin tumbler type, solid brass and easily reversible.

Complete lockset units are attractively packaged in easy-to-identify cartons. Each carton contains positioning template, illustrated instructions and necessary screws for installing lock.

National Lock Co.
Rockford, Illinois

Warren Tool Catalog

Warren Tool Corp. announces the availability of its 1953 catalog, No. 3553, of heavy forged hand tools. The 16-page booklet lists all Warren Tool products, prices, specifications and package sizes. Also illustrated is the complete line of bars, blacksmiths' tools, hammers and sledges, mattocks and hoes, picks, railway maintenance tools, tongs, wood-choppers' mauls and wedges. The catalog is available on request to the manufacturer.

Warren Tool Corp.
Warren, Ohio

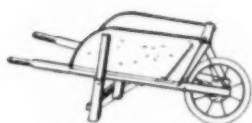
Jackson

**MAKES WHAT IT TAKES
TO IMPROVE YOUR
PROFIT PICTURE**



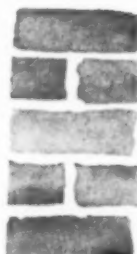
JAX DELUXE

The knocked-down sales knockout, complete in one package! Easy-to-assemble, all purpose wheelbarrows that save you time and space. Sturdy, tubular steel sectional handles; square front tray. Constructed to carry more of the load over the wheel.



WOOD GARDEN BARROWS

For lawn, garden or greenhouse use. Made of one-piece exterior waterproof plywood, to withstand any weather. Pneumatic or semi-pneumatic tires; also with steel wheels.



LAWN ROLLERS

Various types . . . drums made of high quality sheet steel; edges rounded to prevent cutting of sod. Adjustable scrapers of channel steel; sturdy handles.



Jackson

**MANUFACTURING COMPANY
HARRISBURG, PENNA.**

Oldest and largest wheelbarrow maker in America

Clench your fist



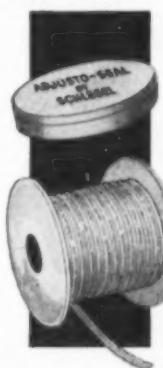
...You'll Clinch the Sale!

It's *that easy* to prove that ADJUSTO-SEAL is the world's best weatherstrip . . . whether it's combined with metal for door bottom use, or with plastic for around doors and windows.

When customers see how ADJUSTO-SEAL's *thousands of vertical wool fibers snug right down against that uneven surface* . . . you can start for the cash register. For the occasional customer who still hesitates . . . just pick up an ordinary weatherstrip and try the same thing.

That's all, brother! You've clinched the sale. Because *no other weatherstrip can pass the "clenched-fist" test.*

BE SURE TO FEATURE BOTH ADJUSTO-SEAL PRODUCTS!



The NEW PLASTIC AND PILE ADJUSTO-SEAL for around doors and windows comes marked at 1 ft. intervals for easy dispensing, and is packaged two ways: in bulk, on reels of 50 yards; or in individual packages containing 17 feet (enough for around one average door or window).

This new Schlegel product has all the properties that have made ADJUSTO-SEAL door bottom weatherstrip so popular with your customers. Door bottom strips available in standard sizes.

If your Jobber doesn't carry ADJUSTO-SEAL, write: SCHLEGEL Manufacturing Co., Dept. 5H, Rochester, New York
Oakville, Ontario, Canada



The Little GIANT Swing Clip

FOR CUTTING
GRASS & WEEDS

Here's the slickest tool you ever did see or use for cutting grass or weeds. Not only will your customers go for it, but we'll bet your first sale will be to yourself.

The "Swing Clip" with its "golf club" balance and feel makes it a snap to use. Better still, it's 38" long and eliminates tiresome bending.

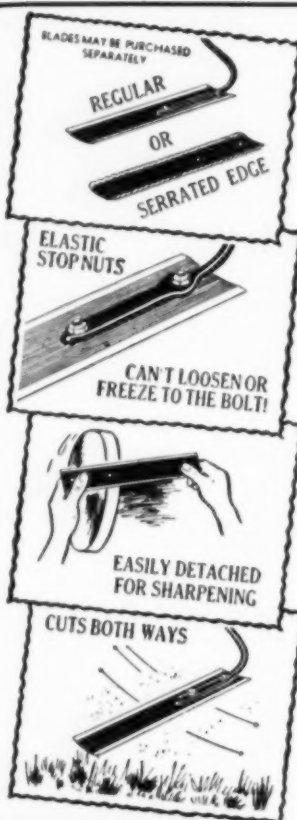
You can sell this money-maker for \$1.50 and make a good profit. Extra profits are yours on sharpening and extra blades. Silent salesman display case with every dozen ordered. Consumer folders available at no cost.

Don't miss a sure bet, order your Swing Clips from your wholesaler today. Also, write us for FREE colorful catalog of complete line.

FREE SHIRT

Mr. George Dewey of Dewey Hardware, Arlington, Virginia, there is a FREE famous Hathaway Shirt waiting for you. Tell us your shirt size. Write today!

NORTH WAYNE TOOL CO.
OAKLAND 2, MAINE



Spring Clean Up!

A 70 cent knife you can buy
and sell as a 59 cent leader.



This is a real spring clean-up — with a nautical twist — a putty knife, Navy type, — Goodell guaranteed. Steel is tested quality. Blade 1 1/4" wide, semi-elastic, hardened, tempered and ground under water. Bright metal holster **GOODELL SPECIAL UNBREAKABLE CONSTRUCTION.** Two brass compression rivets; genuine Rosewood handle. Colorful compact counter display box.



This is a 70 cent knife retailing at 59 cents and giving you 43 1/2% profit at special offer of \$1.25 per dozen. Offer good only until June 30, 1953.

GOODELL COMPANY,
Antrim, N.H.

OFFER Expires July 31, 1953

GOODELL COMPANY, Antrim, N. H.
Send us _____ dozen #9011 special Navy Type
Putty Knives on \$4.25 a dozen deal.
Bill and ship through our jobber who is _____

Signed _____
Address _____
Use this coupon or attach it to your regular order.
☐ Ask for Goodell Cutlery Catalog.

New Plastic Hose

The new Supplex standard Tuff-Ply garden hose of tire-cord reinforced Vinyl offers five new constructional features that are designed to save energy, time and water. Because it is reinforced, the hose can be shut off at the nozzle. Also, it can be left in the hot summer sun for days, without danger of bursting, it was announced.

The strong network of high tensile rayon cord, built into the hose, is the same reinforcement used to prevent blowouts in heavy-duty aircraft tires, though it is easier to handle. Two-thirds lighter than rubber hose, it delivers 50 percent more water than rubber hose of the same



bore, and flexibility and kink resistance is assured by the free play of the tire cord, the inner jacket of tough Vinyl plastic being fused with the inner tube only.

The outer sheath of brightly colored Vinyl plastic protects the hose against sun and hard use. The heavy, full-flowing coupling, of rust-proof brass, is internally expanded to insure leak-proof connection and withstand 300 lb. pull.

Supplex Tuff-Ply garden hose is guaranteed for 10 years, and sales aids are offered to dealers during the gardening season.

Industrial Synthetics Corp.
Garwood, N. J.

Ammunition Handbook

A new 135-page Western Ammunition Handbook is now available from Olin Industries, Inc. Western's 17th, the book contains 272 individual il-

NO OTHER MEDIUM

**Gives the Buyer So Much
in So Little Time . . .**

- ★ The newest products and merchandising techniques
- ★ The opportunity to meet and talk with policy making company executives
- ★ First hand knowledge of what is happening in the way of housewares production, distribution, prices
- ★ Information with which to meet competitive conditions

Get all this and more at the . . .

NATIONAL HOUSEWARES EXHIBIT

JULY 13-17, 1953

AUDITORIUM

ATLANTIC CITY, N. J.

**NATIONAL HOUSEWARES
MANUFACTURERS ASSOCIATION**

(Incorporated not-for-profit)

1140 Merchandise Mart, Chicago 54, Illinois

WHAT'S BOOSTING BOKER TREE BRAND?

1. **DEPENDABLE QUALITY**
2. **GENEROUS MARKUPS**
3. **REASONABLE RETAIL PRICES**
4. **STRONG NATIONAL ADVERTISING**

Four profit-packed reasons why you should stock up on BOKER Tree Brand Cutlery immediately: Quality, markup, and retail pricing that work to your advantage *PLUS* National Advertising in the Saturday Evening Post, that brings them in asking for BOKER Tree Brand.

WHAT A COMBINATION FOR PROFITS!



POULTRY SHEARS

Full mirror polished stainless steel; no-slip knurled handles. Cuts bones and meat with equal ease. Fast-moving gift item.



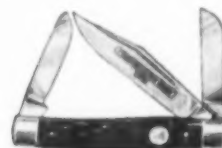
**EASY
PINKING SHEARS**

Removable hollow-ground precision steel blades, Duraluminum handles. Lightweight, comfort-designed, sell the moment customers pick them up.



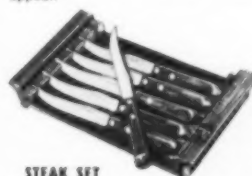
**3-PIECE
SCISSOR SET**

7" light trimmers, 5" sewing scissors, 3 1/2" embroidery scissors, all three pieces nickelplated. Handsome genuine leather case. Great "woman appeal."



POCKET KNIVES

Sell them once and you'll never carry another brand! Fine steel and fine looks in patterns to suit every taste.



STEAK SET

Hollow-ground blades of stainless steel. Pakkawood handles; serrated cutting edge. Women buy them on sight.

A
The Saturday Evening
POST
*Recognized
Value*



Ask your jobber to show you the
BOKER TREE BRAND LINE
Catalogs Available on Request

H. BOKER & CO., INC.

ESTABLISHED 1837

101 Duane Street New York 7, N. Y.



4 TIMES THE PROFIT FOR YOU

when they say®
"MOLYFLEX"



Every time you sell a customer a Star "Molyflex" blade, you're making about four times the dollar profit you'd make on a standard blade.

It's easier to make these sales when you have the Star Flex-Pak® Display on your counter. Besides being a profit multiplier, it gives you a neatly packaged BALANCED STOCK of 80 Unbreakable Special Flexible (green) and 20 "Molyflex" (copper colored) blades.

Ask your wholesaler for the Star Flex-Pak—for a perfect display, balanced stock and bigger profit with "Molyflex."

Sold Only Through Recognized Distributors

CLEMSON BROS., Inc.

MIDDLETOWN, N. Y., U. S. A.

Makers of Hand and Power Hack
Saw Blades, Frames, Metal Cutting Band
Saw Blades and Clemson Lawn Machines.

illustrations, diagrams, tables, charts, ultra high speed pictures and feature articles of interest to sportsmen. A trajectory chart portrays the curved flight of various popular bullets.

Other features include: high speed photographs taken at the Olin ballistics laboratories showing bullets and shells in flight and in gelatin; specifications and ballistics of all Western cartridges and shot shells, along with information concerning ammunition choice for most types of shooting; range tables and a table of wind allowances; listing of cartridges interchangeable and adapted to the same gun; a chart giving the flying speed of the 12 most common waterfowl species to help hunters estimate correct lead; and discussions on barrel length, choke, gauge, shot string, Damascus barrels, recoil, ammunition storage, sight adjustment and safe gun handling.

Olin Industries, Inc.
East Alton, Illinois



Glaziers Points Display

A new glaziers points display, comprising a specially designed carton and two dozen boxes of points, is announced by Red Devil Tools. The top of the blue and red carton folds to form a poster-like backing which illustrates how glaziers points are used in installing window panes.



The 3-dimensional display also gives price per box and calls attention to the free driving tool provided in each box. Red and white in color, each box contains approximately 250 of the triangular-shaped sheet-metal points. Cost to the dealer is \$1.60 per carton; to the customer, 10 cents per box, or \$2.40 per carton. A full 50 percent mark-up applies. The new

YOUR PERSONAL NEEDS . . .

. . . for information about the hardware business are met every month in the year in the pages of SOUTHERN HARDWARE.

For more than 34 years SOUTHERN HARDWARE has been a guide and friend to hardware men "down South". The magazine has been built on a program of service to readers that covers:

- Window Display
- Counter Display
- Store Modernization
- Customer Relations
- Sales Promotion and Advertising
- Inventory Control
- Employee Relations
- Service Departments
- Credit Control
- Accounting Procedures
- Association Activities

Plus, local news about friendly people and their activities in the Southern hardware trade . . . a feature that no other magazine has developed so fully. Each of these subjects is given special attention in its relation to the special needs and problems of Southern hardware men.

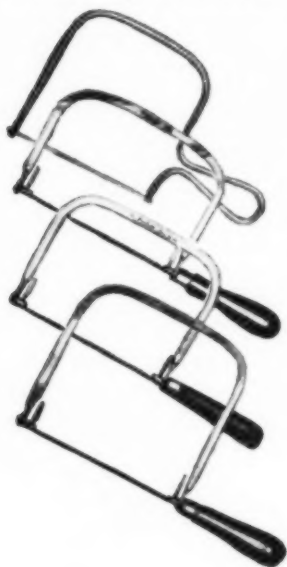
If you are not already a subscriber, send in your \$1.00 today for a yearly subscription or \$2.00 for three years.

SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Georgia



"Shucks, Clara — it was a cinch with my PARKER COPING SAW!"



It's a cinch too, to cut a fancy sales record of your own, with an adequate stock of Parker and Trojan Coping Saws. Your customers will be impressed, and quick to buy, when they spot a choice of eleven different Coping Saw styles and prices displayed on your counter. That's why the Parker-Trojan Line gets fast action, rapid turnover, more profits for you.

Manufacturers of World-Famous Trojan Saw Blades and Frames

Buy the **Parker** Line
PARKER MANUFACTURING CO.
WORCESTER 1, MASS., U. S. A.

SOUTHERN HARDWARE for JUNE, 1953

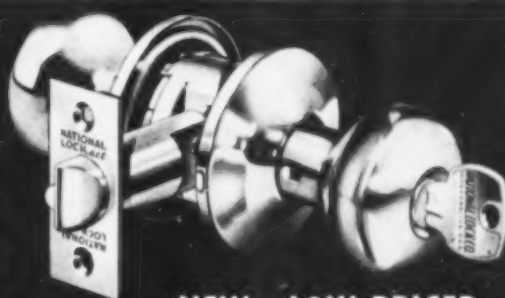


A NEW ADDITION to the
"ALL FROM ONE SOURCE" FAMILY

SERIES **"440"**

NATIONAL LOCK *set*
Patent Applied

Budget-priced Lock...
for every home in the block



NEW...LOW-PRICED...
to meet every competitive situation

● This completely new line of locksets by NATIONAL LOCK opens up the volume market with "class" at a price. Low-cost Series "440" features rugged construction with no zinc die cast materials; appealing beauty accented by an excellent selection of finishes and split finishes; many new mechanical advantages including speed and ease of installation. For modern or traditional.

Now 2 GREAT LINES
NATIONAL LOCK *set*

1 series **"410"** 2 series **"440"**
Superlative Lockset Line Popular-Priced Lockset
for Discriminating People Line for Every Home



write us for catalog or
ask your supplier

NATIONAL LOCK COMPANY
ROCKFORD • ILLINOIS
MERCHANT SALES DIVISION



**The New
Cheney
Sales Maker
Deal!**

CHENEY Nail Holding Hammers

Now is the time to place your order for the great new Cheney Sales Maker Deal combining the outstanding hammer value with the proved sales aid display. Here's the deal:

- 8 No. 938 hammers, 16 oz.
- 2 No. 937 hammers, 20 oz.
- 2 No. 944 hammers, 18 oz.
- 1 No. 938 hammer, 16 oz., for use with display, at half price.

1 Sales Maker demonstrator and sign—free.

Hammers available in either bell or octagon face.

Bonus: The New Cheney Nail Chart with each order.

SALES REPRESENTATIVES
JOHN H. GRAHAM & CO., INC.
New York, N. Y.
SANFORD BROS.
Chattanooga, Tenn.



ESTD. 1828
HENRY CHENEY HAMMER CORP.
LITTLE FALLS, N. Y., U. S. A.

No. 22 Triangular point display can be obtained from hardware wholesalers.

**Red Devil Tools
Irvington, N. J.**

New Pincor Power Mower

The new Pincor Nineteen rotary power mower recently announced to sell at \$89.50, features a 1.5 h.p., 2-cycle gas engine, revolving the blade at 3000 rpm; a stamped steel, streamlined chassis with double reinforced plates at wheel holes and guard teeth; 19-inch one-piece steel blade of Austenized steel hardened and with a set of uplift edges at ends of blade to cause a suction for drawing grass



up for cleaner, neater cutting; range of grass cutting height adjustable from $\frac{3}{4}$ to 2- $\frac{3}{4}$ inches; side trim for each side less than $\frac{3}{4}$ -inch to walls, fences, and trees; a safety clutch on the blade which protects engine from damage if blade hits solid objects; handle of tubular steel with multi-grip and semi-rigid handle bracket to allow front and back of mower to be raised to clear curbs, and weight of only 45 pounds.

Pioneer Gen-E-Motor Corp.
5841 West Dickens Ave.
Chicago 39, Ill.

Arvey Price Calculator

Arvey Corp. announces the distribution of a new retail price list and "jifty" calculator, which enables dealers to see at a glance suggested retail prices of R-V-Lite and Vim-lite, for all measurements up to 50 feet.

Lithographed on an 8½ x 11 inch sheet, one side of the calculator lists prices per lineal foot for 12 R-V-Lite products, in addition to descriptions

*They're my Favorites
Because They're
Made by Puritan*

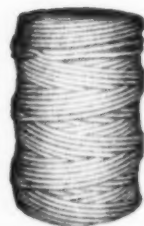


MARRISON WEBBING

Top Puritan quality. Packed in cut bands stitched for immediate use or in 100-ft rolls.

MAGNOLIA FLOW LINE ROPE

Top Puritan quality. Packed in individual burlap and paper wrapped tubes. Ideal for well rope.



CLOTHESLINE

Here are three proved sales-leaders. Just display them and your customers will do their own selling. Bright colors, easy inspection of contents puts Puritan products out front in every market.



Puritan
CORDAGE MILLS
(MANUFACTURERS)

LOUISVILLE, KY.

ATHENS, GA.

SELL THE MINNOW BUCKET YOU'D BUY YOURSELF

Finest minnow pail made! Galvanized, perforated bucket, with hinge cover and snap style top, for easy removal of insert. Full 10 quart capacity.

990.

FRABILL'S

Minnow Breather

Frabill Minnow Breather Inserts . . . the answer to long life for minnows! Made from finest materials with unequalled breathing features. Frabill MINNOW BREATHER INSERTS SELL FAST AT A GOOD PROFIT - - \$1.00 each.

FRABILL MFG. CO. 938 W. Walnut St. Milwaukee 5, Wis.

FREE SAMPLE

A trial is more convincing than words. Try these *nationally advertised* gun finishes at our expense. Just attach this ad to your company letterhead, mail it today, and we'll ship you postpaid, *free* samples of these 4 amazing gun care products.



Sure Shot Instant GUN BLUE

Anyone can use this proven cold chemical. It never fails. A smooth, rich blue-black, rust-resistant finish of professional quality and durability for guns, tools, instruments, machine shop layout. Touch-up or entire re-blue. Retail 2 fl. oz. \$1.00



Mello-Glo GUN STOCK FINISH

A new hand rubbed, Silicone armoured finish made especially for gun stocks. Filler, sealer and finisher, all in one. Will not scratch white, water spot, bleed or get tacky. Fast and easy, dries on application. Retail 2 fl. oz. \$1.00



Mello-Glo GUN STOCK AND BARREL WAX

Guns will always look new when protected with Silicone armoured finish. Impervious to corrosive salts and acids of perspiring hands. Prevents fingermarks and rust, wears like iron. Beautifies both wood and metal. Retail 2 fl. oz. \$1.00



Sure Shot VPI ANTI-RUST gun case treatment

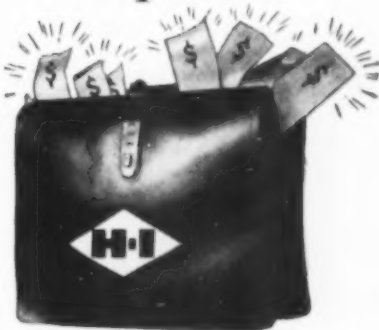
Protects all metal parts including bore and action. Treat the case instead of the gun. No greasing before storage, no wiping before use. Here is perfected scientific rust proofing. One treatment lasts a year. Retail 2 fl. oz. \$1.00

BAYPORT CHEMICAL CO. DEPT. S
LINDEN HILLS STATION, MINNEAPOLIS 10, MINN.

Old Hi Says



"Got time for a brief case of profit?"



Then take time to talk over your tackle needs with a specialist—your H-I salesman. He's got the

"know-how" to recommend the numbers that sell best in your area and he's got H-I—the largest line of fishing tackle in the world—for you to choose from.

So, take time for a "brief case" of profit when your H-I salesman stops around. Find out why H-I tackle—for every fisherman and every kind of fishing—is preferred at both famous fishing and active buying spots.

Find out, too, how you can tie in—and cash in—with H-I's big-space, hard-selling national advertising—in striking full color—in leading magazines read by your best customers. See your H-I man now, or write us for his name.

Dept. 6



**HORROCKS
IBBOTSON**
UTICA, N.Y.

Manufacturers of the Largest Line of Fishing Tackle in the World

Bassick

GLIDES

Counter Display
(No. HD-12CD)
5" x 11 1/2"

Also available as
Wall Display
(No. HD-12WD)



MOVE FASTER

with new

TRY-IT-YOURSELF DISPLAY

• This ingenious new display invites a shopper to see for himself how well Bassick Rubber-Cushion Glides work. He simply slides each end of a piece of wooden furniture leg over a square of carpeting. A Bassick Glide is inserted in one end; the other is bare. In no time at all he's *sure* that smooth-sliding Bassick Glides make it much easier to move chairs, sofas and other furniture without harming carpets or floors. A salesman couldn't do more!

YOURS WITH EACH SPECIAL GLIDE PACKAGE

• Your choice of wall or counter glide display—at no cost to you—containing 52 sets of most popular Bassick glides (retail value \$23.70).

Get in touch with your Bassick distributor.



THE BASSICK COMPANY,
Bridgeport 2, Conn. In
Canada: Belleville, Ont.



MAKING MORE KINDS OF CASTERS. MAKING CASTERS DO MORE

of each. The reverse side shows 500 suggested retail prices.

The price calculators are being enclosed in every roll of R-V-Lite products, to offer dealers plenty of extra copies for posting in their stores. Enclosed also is a coupon which, when mailed to the Arvey Corp., will bring the dealer sales-building display helps at no cost to him.

Arvey Corp.
3462 N. Kimball Ave.
Chicago 18, Ill.

Power Mower Catalog

A new 24-page catalog covering the complete line of Jacobsen reel and rotary power mowers has been issued recently. The cover is printed in four colors, and power mowers and allied products are described and illustrated in three colors.



In addition to description and specifications, a section outlines the important factors to consider when buying a power lawn mower, discussing the proper cutting width of mower to be used on various sizes of lawns and where reel-type and rotary mowers can be used to best advantage.

Jacobsen Manufacturing Co.
Racine, Wis.

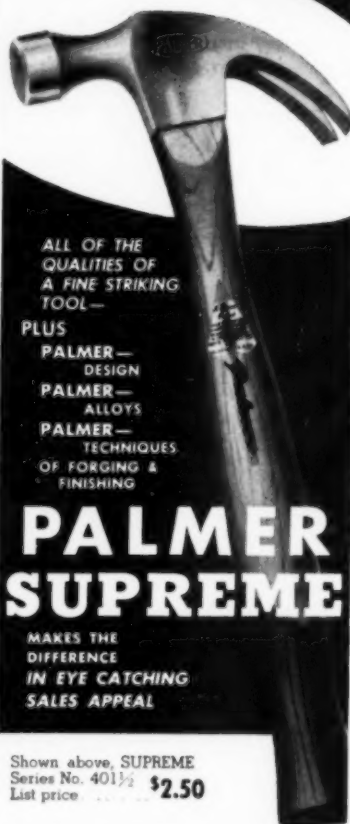
Can Opener, Sharpener

The No. 70C Table-Topper can opener series and the No. 905C and 915C Table-Topper knife sharpener lines, manufacturer by Dazey Corp., are being introduced to the trade. Adhering firmly to any horizontal non-porous surface, these portable,

PALMER

Drop Forged

WORLD'S STRONGEST



ALL OF THE
QUALITIES OF
A FINE STRIKING
TOOL—

PLUS
PALMER—
DESIGN
PALMER—
ALLOYS
PALMER—
TECHNIQUES
OF FORGING &
FINISHING

PALMER SUPREME

MAKES THE
DIFFERENCE
IN EYE CATCHING
SALES APPEAL

Shown above, SUPREME
Series No. 401 1/2 \$2.50
List price



Complete line

4 PRICE GROUPS

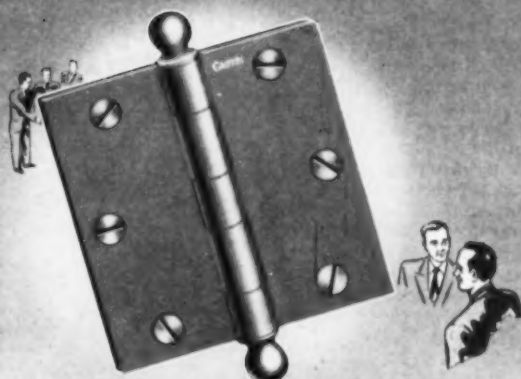
ASK ABOUT OUR
FAST SELLING NO.
5915. YOUR BEST
VOLUME HAMMER
BUY.

NATIONALLY ADVERTISED IN
POPULAR SCIENCE • POPULAR MECHANICS
HARDWARE AGE • HARDWARE RETAILER
SOUTHERN HARDWARE • BUILDING SUPPLY
NEWS • AUTOMOTIVE DIGEST

Get our illustrated
literature on
PLIERS & HAMMERS

PALMER TOOL CORP.
MEADVILLE, PENNA.

For the man who looks for.. QUALITY



Today's discriminating buyers are not easily fooled. They shop carefully, looking for the greatest value for their dollar. These people buy Griffin products. When your customer is looking for quality, show him the Griffin line of fine builders' hardware. He will quickly see the fine quality steel and excellent craftsmanship which have made Griffin a quality line for more than a half century.

Griffin makes satisfied customers . . . and that means greater profit for YOU.



GRIFFIN



Every DOOR NEEDS THREE
MANUFACTURING COMPANY

ERIE • PENNSYLVANIA REPRESENTATIVES

THE B. S. ALDER COMPANY
45 Warren Street
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GEORGE A. GREGG
17124-6 Wyoming Avenue
Detroit 21, Michigan
AUSTIN & EDDY INC.
115 Broad Street
Boston, Massachusetts

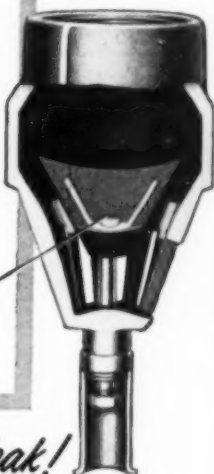
CHARLES L. LEWIS
1355 Market Street
San Francisco 3, Calif.
WALTER S. JOHNSON & SONS
917 St. Charles Avenue
Atlanta, Georgia
E. H. FARRAR
6637 Golf Drive
Dallas 5, Texas

R. F. BEVERS
4524 East 60th Street
Seattle, Washington
L. G. FULLER, JR.
644 Wellington Road
Jackson 6, Mississippi
HARVEY D. RUSH & SONS
4638 Nichols Parkway
Kansas City, Missouri

H. C. GLOVER
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Baltimore 16, Maryland
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1620 Garfield Street
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6934 Oleatha Avenue
St. Louis 9, Missouri

FOOT AND CHECK VALVES

with the
famous
conical
rubber
poppet



they can't leak!

STRATAFLO Foot and Check Valves end leakage troubles, save their cost many times over in service calls. Ideal for jet type pumps. Ask for Bulletin 203.

order
from your
jobber

Strataflo

STRATAFLO PRODUCTS, INC.
FORT WAYNE 1, INDIANA

Sells fast by FREE DEMONSTRATION!

International
WEED-CHOPPER
ELECTRIC FENCER"



Cuts and Kills Grass and Weeds That "Short" Electric Fences

ILLUSTRATED WEED CHOPPER

Retail \$29.75

Other models
including
battery operated
\$14.25 up

**BIGGER PROFITS
FOR YOU!**

Sales arguments don't mean a thing—show your customers by our Free Dealer Demonstration—they'll buy and buy fast! Farm paper advertising and dealer helps, feature the "WEED CHOPPER" Free Demonstration at your store! Mail coupon today—tie up to this customer-building demonstration plan. You'll make more sales—more profit—more satisfied customers—when you give free demonstrations of International's famous "WEED CHOPPER" Electric Fencer!

Write Today for information on how you can make extra profits with International Electric Fencers.

R. E. ZIMMERMAN & SON
Mr. R. E. Zimmerman, Manager
Tate St. Station, Box 5115-422 Scott Ave., Greensboro, N. Car.

SH 653

Without obligation, please send information on International Electric Fencer's FREE DEMONSTRATION PLAN for Dealers.

ADDRESS _____

NAME _____

TOWN _____

STATE _____

*Here's the First
NEW idea in
plier design
in years...*

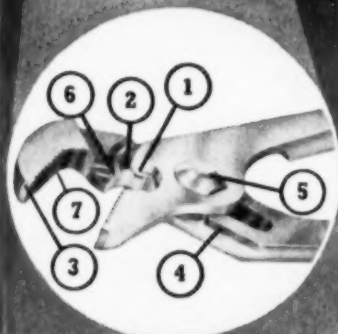
THE NEW No. 420

CHAN NEL LOCK

TRADE MARK

REG. U.S. PAT. OFF.

PLIER



1. Interlocking principle prevents slipping under any load. 2. New type wide base lugs cannot shear. 3. New nose design for gripping small objects. 4. Patented design of tension edge eliminates stress concentration at channels. 5. New interlocking design minimizes stress on joint bolt. 6. Precision machined interlocking surfaces result in perfect fit, distributing pressure evenly. 7. "Rite Angle" teeth guarantee maximum bite and minimum wear.

Here is a plier that will last for years! Channellock Pliers—made only by Champion DeArment Tool Co., Meadville, Pa.

Send for your Catalog today.

Channellock pliers are listed in the Yellow Pages of most Telephone Directories under "Tools"



non-permanent kitchen appliances have the rubber vacuum mounting base developed by Dazey for a previous portable Table Type can opener, with an improved lever control action.

The can opener also has an exclusive height adjustment, allowing the opening of tall 46-ounce cans while the appliance is mounted on the table-top surface, eliminating the danger of droppage. It also is available with a magnetic lid-lifting attachment holding the cut-off can lids. Available in red, white and yellow enamel with chrome trim at \$6.95, the unit retails at \$7.95 with magnet.

Models 905C and 915C Table-Topper sharpens knife and scissors sharpeners, available with both single and double grinding wheels. In red enamel with chrome trim only, the units retail at \$6.25 and \$7.25.

Dazey Corp.
St. Louis 7, Mo.

New Hammer, Display

A new 18-ounce electrician's long-neck hammer has been added to the line of Champion DeArment tools. Furnished in a full polish finish, black enamel neck and under claw, with a first quality hickory handle, the new hammer is designed to simplify nailing of junction and outlet boxes and working over conduit to secure clamps. The No. 88 electrician's hammer is available for immediate delivery. Shipping weight is 20 lbs. per dozen.



Also available for immediate delivery is a colorful ball pien hammer dispensing board for displaying Champion DeArment hammers. The board displays and dispenses 24 ball pien hammers of assorted sizes in polished or semi-polished finish. In bright yellow, of 3/4-inch plywood, it is furnished free with the 2-dozen



Easy-Turning Pulleys

Noiseless, trouble-free service assured by stainless steel gages and Stanley quality construction. Deep-grooved design prevents line from jumping wheel.



Sturdy Hooks

Made of wrought steel with heavy steel hooks rigidly tested for strength. Hook welded to base of fixed type. Ideal for clotheslines, hammocks, etc.



Dependable "Pull-Tite" Line Clamps

Tighten with a pull on the end of the line and it holds securely until plunger is released. This popular Stanley clamp is perfect for tightening clotheslines, tennis and valley ball nets, or tent lines using No. 8 or 10 cords.

**STANLEY
Clothesline
Hardware**

Here's a team of fast-moving hardware that will be a real tonic for Spring sales. Stock it now. And stock a supply of the colorful folders describing this popular line. Imprinted at no cost, if desired. Remember, customers know and buy Stanley quality.

The Stanley Works, New Britain, Conn.

STANLEY

Reg. U.S. Pat. Off.

HARDWARE • TOOLS • ELECTRIC TOOLS
STEEL STRAPPING • STEEL

CASH IN WITH A RUGGED ROBERT FAST SELLER . . .

Here's a Rugged Robert product that will stand up and take it. This durable broom rake combines five important features to give your customers a he-man rake with good looks.

1. One-piece frame. Rake cannot lose shape.

2. Special patented locked cover plate* that makes it impossible for rake to come apart.

3. Special patented reinforced socket* that gives rake the life of the steel itself.

4. Semi-circular depression* that absolutely locks tines for good.

5. Tines made of finest high carbon steel. Every Rugged Robert broom rake is dated when it comes off production line, and is unconditionally guaranteed for two years.

*No. 2,632,992.

"Serving the Jobber
for 15 Years"



**THE BROOM RAKE
THAT OFFERS YOU
BIGGER PROFITS**

**RUGGED
ROBERT
BRAND**

Wire Products Company

2713 North 24th St., Birmingham, Ala.

Member, American Hardware Manufacturers Association

SELL THE BOBBER YOU'D BUY YOURSELF

JUST PRESS 'N' TURN

**Frabill's
BOB'EM 2-WAY
FISH FLOAT**

**FOR CASTING OR
STILL FISHING**

- BRILLIANT RED AND WHITE
- BRASS CAP FOR CASTING
OR STILL-FISHING
- HARD PLASTIC
- LIGHT WEIGHT

YOURS IN FIVE SIZES
B1—1 1/4"—20c, B2—Oval—25c
B3—1 1/2"—30c, B4—1 3/4"—35c B5—2"—40c

FRABILL MFG. CO. 938 W. Walnut St.
Milwaukee 5, Wis.



**WATER CANS
AND COOLERS**

Keep Pace

with a

M-O-V-I-N-G

Market...



TRAVELING



LAKESIDE COTTAGES



SERVICE STATIONS



CONSTRUCTION JOBS

IGLOO Is The Answer to Thirst ... At Work or Play

Americans on the move depend on a ready supply of cool, pure water. That's why there's an ever-growing demand for IGLOO... the first and only fully corrugated cooler. Igloo is made in four different sizes to suit any user of a water can or cooler. Each size comes with or without **FLUSH-MOUNTED SPIGOTS**. Each unit is fully guaranteed by a company with a reputation for high standards.

★ INDIVIDUALLY PACKAGED

★ FULLY CORRUGATED

★ FOAM PLASTIC INSULATION
(in heavy duty models)

or AIR SPACE INSULATION
(in standard models)

BETTIS CORPORATION

P. O. Box 9365 — Houston 11, Texas

MAIL THIS COUPON TODAY

Bettis Corporation
P. O. Drawer 9365
Houston 11, Texas
Please send me literature and prices on IGLOO Water
Cans and Coolers.
NAME _____
FIRM _____
ADDRESS _____
CITY _____ STATE _____



CLARK BROS. BOLT COMPANY TO END A CENTURY OF SERVICE

Nearing the completion of one hundred years in the fastening field, it was at the very beginning that CLARK BROS. knew... while initiative starts a business, the trust of others maintains it, and only constant effort toward further improvement expands it. Since 1854 dependability of product and honesty of policy have provided the CLARK BROS. BOLT COMPANY with a solid foundation upon which to build another century of service to those requiring bolts, nuts, rivets and screws wherever fastening fast with greater security is a must.

CLARK BROS. BOLT CO.
130 Canal Street.
MILDALE, CONN.



Export Dept.:
Suite 513
25 Beaver St., N. Y. 4, N. Y.
Whitehall 4-4392

assortment. Shipping weight is 50 lbs.

Champion DeArment Tool Co.
Meadville, Penn.

Gripso Leverage Pliers

A new kind of leverage pliers, known as Gripso Multi-Duty, have been added to the Gripso line of hand tools now being sold nationally. The new pliers feature parallel jaw action and employ three-piece construction instead of the usual two, to achieve 10-to-1 multiplied gripping power.



Four-position slip-joint action permits jaws to open parallel for solid grip on nuts, bolts, etc., without mutilating or chewing off corners. Compound leverage provides sufficient gripping power for use as a pipe wrench on 1/2 and 3/4 inch pipe and is said to be effective in hard-to-reach positions from difficult angles. Made of finest grade alloy steel, chrome plated finish, the pliers are available in one size — 8-inches long.

H. R. Basford Co.
235 15th St.
San Francisco, Calif.

Bass Casting Sinks

A new assortment of bass casting sinks in a heavy steel box is being offered by Enterprise Manufacturing Co. The assortment, No. 797, contains 540 sinks in eight different sizes with retail value of \$28.90. Quantities have been selected according to normal sales, ranging from 120 sinks in size 10 down to 18 sinks in size 3. The 9-1/3 x 6 1/4 inch green steel box is supplied without charge and may be re-filled by the dealer ordering sinks in the regular manner.

Enterprise Manufacturing Co.
Akron, Ohio

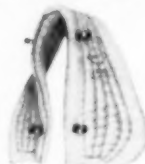
Free "How-To" Booklets

The second in a series of free Red Devil Tools "How-To" booklets for give-away to customers is the attractive two-color booklet, "How to Cut Glass," written especially for the

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

HORSE COLLAR PADS

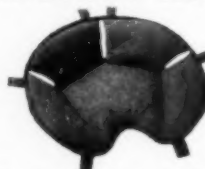


For every work horse and mule.
"The pad with the rust-proof red hooks"

Tapatco

TRADE MARK REGISTERED U.S. PAT. OFF.

TRACTOR SEAT CUSHIONS



For every tractor and farm implement seat.

See your jobber or write us.

THE AMERICAN PAD & TEXTILE CO.
Greenfield, Ohio

MAKERS OF FAMOUS TA-PAT-CO
HORSE COLLAR PADS SINCE 1881

Consumer's RUBBER TILE CEMENT

contains
REAL RUBBER

✓ Ready to use.

✓ Cannot warp or injure tile.

✓ Fast tack, slow setting.

✓ Tight, permanent bond.

Waterproof



Covers
150 Square Feet
Per Gallon

Available in
QUARTS, GALLONS,
5 GALLONS
ORDER FROM
YOUR
WHOLESALE
or direct
Generous Sample
on Request



CONSUMERS GLUE CO.
1515 N. HADLEY ST. ST. LOUIS 8, MO.

ARE SALES PROBLEMS HANGING YOUR PRODUCT?



Many small Housewares Items having great potential merit are unable to prove themselves due to distribution, sales and manufacturing problems. With the right tie-up the product could possibly be a huge success.

A Large Nationally known Housewares Manufacturer wishes to buy or consolidate additional Housewares Items into his already successful Nationally distributed line. Your products of merit may really "Go Places" pushed by our Sales Organization and Advertising Program through our National Distributive set up.

Contact us stating the nature of your product or products and giving full description of your manufacturing facilities, Tools, Dies, Etc. Past Sales and Sales Potential.

P. O. Box 15, Madison Square Station • New York City

FITLER

A ROPE FOR EVERY NEED

"Waterproofed"



Manila Rope Fishing Rope
Lariat Rope Sisal Rope
Transmission Rope

America's oldest name in rope making completes construction of America's newest Rope and Twine Factory.

Located for the convenience of Southern rope users at 4400 Florida Avenue, New Orleans, La. The new Fitler Rope and Twine Factory is now in operation.

THE EDWIN H. FITLER CO.

Since 1804

SOLD BY DEALERS EVERYWHERE

WRIGHT



GALVANIZED WIRE STRAND . . . Guy wire for television antennae, clotheslines, tie and binding wire, signal wire, emergency repairs, temporary enclosures—4 and 6 strand for electrical fences. 50' connected coils and on spools.

G.F. WRIGHT STEEL & WIRE CO.
WORCESTER • MASS.

Southern Representatives:

D. C. HORNIBROOK
E. L. HORNIBROOK
Box 176, Avondale Estates, Ga.

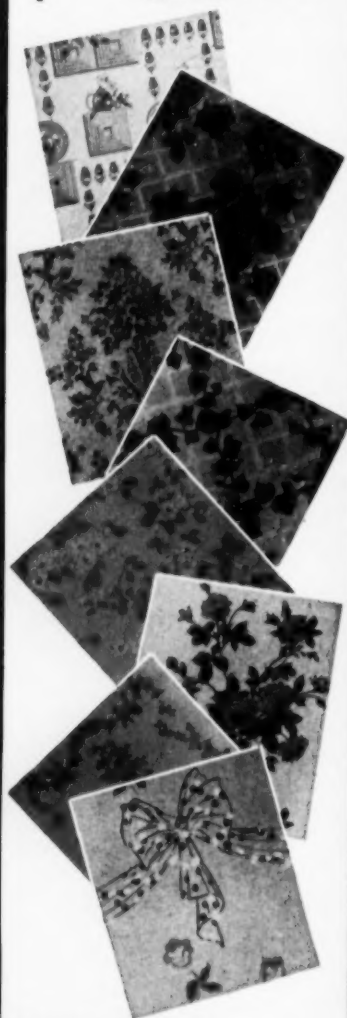
LAWRENCE J. BALDWIN & SON
306 Carondelet Bldg.
New Orleans 12, La.

Every Home-owner Is A Prospect! for a Columbiana CAM-LOCK HYDRANT

- For watering troughs, gardens, lawns, barns, irrigation, etc.
- Cam-Lock handle prevents water wasting. Valve stem operates by direct cam action. No delicate adjustments, no springs. Ordinary screwdriver adjusts packing gland.
- Bronze valve body threaded for 1" pipe. Drain hole tapped for 1/4" fitting.
- Non-corrosive internal valve parts removable without digging. Cup leather treated for long life. Rubber segment valve specially processed to resist water's chemical action.
- Spout threaded for 1" pipe or hose. 3/4" brass reducer available.
- 2, 3, 3 1/4, 4, 5 and 6-ft. sizes.



MANUFACTURED BY
COLUMBIANA PUMP CO.
COLUMBIANA, OHIO, U. S. A.



**MORE PROFITS . . .
... MORE CUSTOMERS**

Stock all these Walrite designs.

Write for **FREE**
Advertising Material

Walrite
REGISTERED
BUILDING PAPER

FLEMING & SONS, Inc.
DALLAS, TEXAS

home-owner and explaining step-by-step the correct way to cut a pane of glass. Photographs illustrate each step.

In addition, the booklet shows the different types of cutters used to cut glass of different thicknesses and hardnesses, and also illustrates the various kinds of tools used to do a professional job of glass cutting.

The section on tools includes illustrations of, and data on, glass pliers, circle glass-cutting machines, gauge glass cutters, glass holders, cutting boards, drills, glaziers' points, diamond points, automatic point drivers, glaziers' hammers and chisels, and a complete line of chisels.

Free copies of the booklet are available upon request.

Red Devil Tools
Irvington, N. J.

Special Glue Offer

Rogers Inginglass & Glue Co. announces a special display offer for the trade, built around the three most popular sizes of Rogers Liquid Fish Glue: gills, half-pints, and pints, with two gill cans given free, plus one 4-color counter display card free, with every special offer. The special offer, effective April 1, carries through August 31, 1953.

Special project sheets and free instruction booklets for general distribution to customers when they request information on the proper handling of glue are available upon request to the manufacturer.

Rogers Inginglass & Glue Co.
Gloucester, Mass.

Lightn' Fire Starters

A new household item, called Lightnin' Fire Starter, has been introduced to the trade. A match touched to the fire starter results in a high, intense flame that burns for several minutes, it was announced. Placed directly under a large log, the fire starter will cause it to break into full combustion before the starter dies down according to the manufacturer's announcement.

In addition to fireplace use, fire starters are designed for outdoor grills, for hunters, campers, and picnickers, as well as for motorists to carry in the car for emergency use as road flares the manufacturer announced.

The fire starters are available in two sizes: five packed in a canister to retail at 29 cents, and 12 packed in a carton to retail at 59 cents, the manufacturer announced.

Gobbler's Knob Hickory
Paris, Tenn.

Red Devil

**A MACHINE FOR EVERY
FLOOR CONDITIONING JOB**

From light to heavy duty, for sanding, polishing, buffing, steel wooling, Red Devil has the most complete line of Floor Polishers, Sanders and Edgers, for home, rental, and professional use. Write for new catalog 21M. Order thru your jobber.

8015



Gift Salad Sets

attract Shoppers

Do this today: Drop us a postcard requesting our new enlarged Catalog. You will see a beautiful collection of fine wood bowls in a variety of woods and prices for your trade. Also new woodenware gift novelties and kitchenware. You will want to make this comprehensive catalog your woodenware bible. Send for it today.

J. SHEPHERD PARRISH CO.
201 N. Wells St., Chicago 6, Ill.

New Tang Butt Chisel

A new tang butt chisel, featuring a thin, bevel-edged blade and plastic handle, is being introduced to the trade. The new Greenlee chisel is light-weight, and the carefully tempered high-carbon steel blade retains a keen edge over long periods. The tang is firmly secured in the handle and the blade and handle are proportioned to give the entire chisel good balance. The handle is of green No. 2 Tenite plastic with contrasting yellow band at the tang end.

Blade lengths of the No. 403 chisel vary from 2½ to 2¾ inches, and



overall lengths range from 7¾ to 8¾ inches. Nine sizes are available, ranging from ¼ to 2 inches.

Complete details and prices are available upon request.

Greenlee Tool Co.
2136 Twelfth St.
Rockford, Ill.

New Clothesline Package

Shuford Mills has introduced a new packaging technique, used on pre-stretched Hawthorne quality clothesline. Made of plio-film, the Ever-Wrapped bag contains 100 continuous feet of line in two hanks, joined so that each hank remains individually wrapped when the "neck" is clipped.

The transparent, dust-proof plio-film bag is imprinted to tell the entire selling story. Further information is available from the company.

Shuford Mills, Inc.
Hickory, N. C.

UNION MADE

56 years of square dealing!

CARPENTER SQUARES
AMERICA'S FIRST
with
CRAFTSMEN
FOR EVERY USE
NICHOLLS
TOOLS

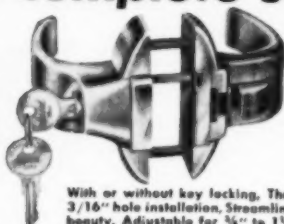
TROWELS, FLOATS, CEMENT TOOLS, DARBIES, HAWKS
FOR THE TRADE
FOR THE FARMER
FOR THE HOUSEHOLDER
"Quality with Economy"

ZEPHYRLITE

NICHOLLS MANUFACTURING CO., OTTUMWA, IOWA - U.S.A.

Sell one — or a complete set

Idealox and Idealatches



With or without key locking. Three 3/16" hole installation. Streamlined beauty. Adjustable for ¼" to 1½" doors. Reversible.

Ideal Closer



Lubricated for long life. Simple application. Enclosed Shock absorber spring. Hold-open feature. Display models available with each half-dozen.

Ideal Hinges



Plated or Stainless Steel and Brass Metal.

For SCREEN DOORS

Ideal

Write for full description, price and delivery on these and other items.

IDEAL BRASS WORKS, Inc.

250 East 5th St. • St. Paul 1, Minn.

The label that
Guarantees Perfection

Guaranteed!

You can't buy or sell finer fishing lines at ANY price. Write for complete catalog of PILOT Linen. Silk and Nylon Lines.

Ask your jobber about the B-W 1953 BONUS PLAN.

SALES REPRESENTATIVES
A few exclusive territories still open for experienced fishing tackle representatives.

The BEVIN-WILCOX Line Co.
East Hampton, Connecticut

Scharf

LEVELS

PROTRACTOR LEVELS

Eliminates "guessing" at difficult angles. Makes Work Easier for all tradesmen! Just one simple turn of the dial and you have the angle or drop per foot you want — quickly, easily, accurately!

Pat. APPLIED FOR

If your dealer can't supply you Write Dept. T.

J. H. SCHARF MFG. CO.
Omaha, Nebraska

MAGNELITE LEVELS

Unbreakable frame of extruded magnesium—1/3 lighter than aluminum. Replaceable Vial Units. Available in 9 sizes — 12, 18, 24, 28, 30, 42, 48, 60 and 72 inches.

Yale Lock Merchandisers

A nationwide merchandising program, involving new methods of over-the-counter selling of Yale staple locks and hardware has been launched by Yale & Towne Manufacturing Co., after being successfully tested in cities throughout New England.

Aimed at promoting such products as padlocks and nightlatches, and such specialty items as bicycle and telephone locks, the program includes a wide variety of specially devised



point-of-purchase retail sales aids. In the present phase of the program, 10 separate counter and store interior product displays and dispensers are being offered to the trade.

The series of disposable, colorful card merchandisers displays a large variety of popular priced padlocks, from which customers may make a choice without the assistance of a salesman. Many of the displayed locks are wrapped in transparent polyethylene bags to assure continued sparkle and cleanliness. Telephone locks and Ziplock for bicycles are included among the products thus packaged.

To introduce the new program, specially trained crews of four men each will demonstrate the new merchandisers in retail outlets throughout the country, supplementing the activities of the regular field sales organization. Orders taken from retailers will be turned over by Yale & Towne to the hardware wholesalers indicated by retailers.

Yale & Towne Manufacturing Co.
Stamford, Conn.

Thrift-Size Percolator

The new Thrift-O-Matic fully automatic electric percolator is designed



to serve a double purpose: small quantities of coffee can be made automatically (the unit is the right size with its 3-5 cup capacity) and to be economical because of its size. Requiring no regulation, the Thrift-O-Matic starts perking 60 seconds after being plugged in and automatically stops perking when coffee is ready. Simple in design, with valveless pump and current-saving emersion element, it is easy to keep clean.

Constructed of highly polished aluminum with contrasting black handle and scratch-proof feet, the unit is designed for any type table setting, it was announced.

Metal Ware Corp.
Two Rivers, Wisconsin



MARSHALLTOWN TROWELS



MARSHALLTOWN TROWEL COMPANY • MARSHALLTOWN, IOWA



HOUSEHOLD SCALE . . .

A standard item with all hardware departments. A scale of dependable accuracy built to last a lifetime. Finished in white durable enamel. Capacity 25 lbs. by 1 oz.

See your jobber

HANSON SCALE CO. (Est. 1888)

525 N. Ada St., Chicago 22, Illinois



Model 2000



Shepa
Belt Dressing
Contains Mutton Tallow
Stop V-Belt Squeaking, Slipping

Shepa
Pure Neatsfoot Oil
Softens and Preserves Leather
Mfgd. by NEATSFOOT OIL CO.
Omaha 8, Nebr., Roy W. "Shep" Shepard

CONTAINS LATEX

Shepa
LIQUID BELT DRESSING
Cutting Oil
Sulphurized and Prime Lard Homogenized

Shepa
Canvas Lastic
Waterproofing for canvas awnings, tents, tarps, brick, cement, stone, wood.

Dist'd by whols., bdr., mill supply, drug and saddlery houses.

CARDINAL

16 COLORS
AND WHITE

RUBBERIZED ALKYD FLAT AND SATIN GLOSS

Cardinal Paint Corp.

1445 N. 6th St. • St. Louis 6, Mo.

ENAMELS

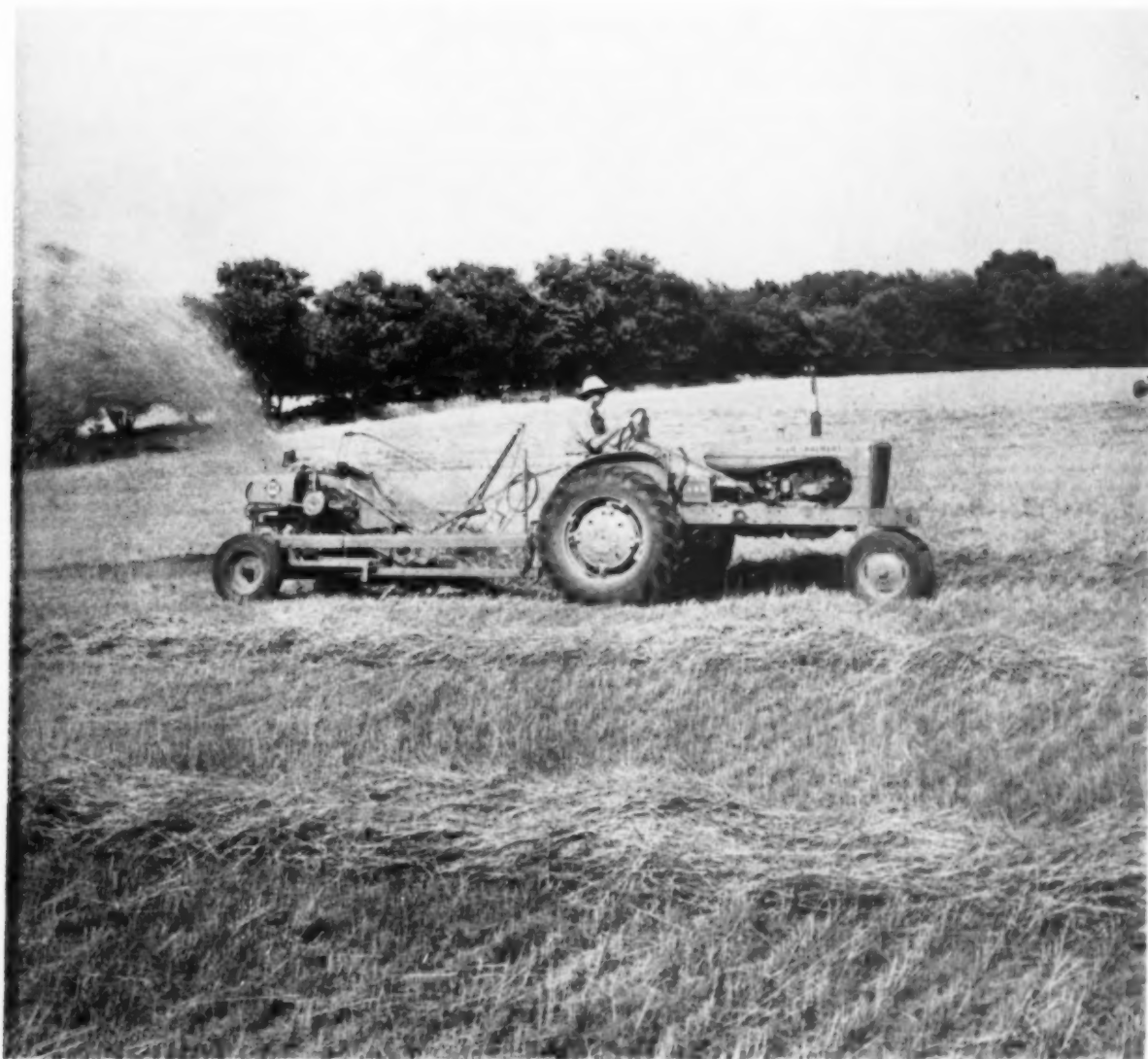
ORDER THRU
YOUR JOBBER

Southern **FARM EQUIPMENT**

JUNE, 1953

Section of SOUTHERN HARDWARE

806 Peachtree St., N.E.
Atlanta 5, Ga.



BIGGER PROFITS!



BETTER REPUTATION!

when you sell

STRUNK CHAIN SAWS

Your profits are bound to be bigger when you sell Strunk. For one thing, you'll get a terrific dealer-discount from Strunk. For another, you'll start off with a ready-made market. Right now your customers want a Strunk Chain Saw . . . farmers, woodcutters, tree surgeons, nurserymen, "week-end woodcutters", who've been pre-sold by Strunk's national advertising. That means bigger volume sales for you. And when you sell the trouble-free Strunk, you'll keep your profits—

instead of plowing them back into service!

Selling Strunk will help to keep your reputation as a reliable dealer. Rugged, simple construction without "gadgets" or complicated parts makes the Strunk the most trouble-free saw on the market. Find out today what Strunk has to offer you. Don't wait—send us this coupon. We'll rush you all the facts and figures you need. And we'll be glad to welcome you into the fastest-growing sales organization in the chain saw field!



**NATIONALLY
ADVERTISED**

STRUNK CHAIN SAWS



**GREATEST VALUE
IN THE CHAIN SAW
FIELD TODAY . . .
AND TOMORROW!**

**You'll love STRUNK
(Chain saws, of course)**

STRUNK EQUIPMENT COMPANY

Coatesville 45, Pa.

Please send me complete information about a Strunk Dealership, including information about discounts and territories.

Name

Address

Town State

☐ I am a dealer

☐ I am a distributor

DISTRIBUTORS . . . Territories still open . . . Write today!

DEMONSTRATIONS *clinch those sales!*

By Stuart Covington

ON-THE-FARM demonstrations account for about 60 percent of all tractor and implement sales for the Caldwell Implement Co., Columbus, Mississippi.

"These demonstrations always have been the major part of my promotional program and will continue to be, because I am convinced that it takes a demonstration to sell many farmers today," said Robert S. Caldwell, owner of the business. "About 50 percent of these demonstrations eventually result in sales. But if only one out of every five or six resulted in a purchase, I still believe they would be worth the effort."

Between April and December last year, Caldwell gave more than 100 demonstrations, during some part of the summer averaging five demonstrations per week. This year he expects to give considerably more. Although last year's large number of demonstrations was a grueling assignment, Caldwell knows that this promotional plan has paid off.

He points out that the large number of demonstrations have attracted many farmers who ordinarily would not visit his place of business, and have served to keep him and his employees fully

familiar with the operation of their equipment and its many features.

Caldwell personally arranges for all demonstrations. He spends ap-



Above, Caldwell makes final inspection of a tractor which has been loaded on truck for delivery to site of a demonstration. Left, prospect who has been prompted to visit the store as a result of a demonstration receives full instructions in the operation of the tractor from Caldwell



proximately half his time contacting customers, working both "cold" and from a prospect list. Whenever a farmer indicates interest in some piece of equipment, Caldwell immediately offers to hold a demonstration.

"Fully half of my prospects request a demonstration," Caldwell said. "When a customer makes such a request, I determine the date which will be most convenient for him, then ask him to have as many neighbors as possible present for the demonstration. However, the prospect does not have to promise a large audience in order to obtain a demonstration, and

(Continued on page 112)



B. O. "Barney" Goldthorn writes a personal note, urging continued use of the account, to every customer who has paid his bill in full. The idea has generated much good will for company

By Baron Creager

Borrowed Ideas —

can pay dividends

WITH approximately one hour of personal application each month, B. O. (Barney) Goldthorn has created among customers a substantial back-log of good will in favor of the Parr Machine and Equipment Company, Inc., of Alice, Texas.

What Goldthorn does is write a personal note in longhand to each and every customer who has "zeroed out" his account or, in other words, the personal notes go to all who have paid their bills in full.

As a result of this practice, the head of this thriving farm equipment business has received many favorable personal comments, telephone calls of the same character, personal notes of customers in reply and a substantial number of letters saying, in effect, "it is nice to do business with you."

"At the end of each month I have my secretary accumulate all statements on customers who have paid their balance in full," explains Goldthorn. "To each of these we send a statement, even though they owe nothing. The statement may show a previous balance, items purchased, and then credit in full.

"There are 50 to 75 of these each

Informal note written in long-hand and signed by Goldthorn shows personal interest of firm in customers. 50 to 75 such notes are mailed each month

STATEMENT
PARR MACHINE & EQUIPMENT CO., INC.

TRACTORS
IMPLEMENTS
LEWIS MILLS

JOHN DEERE
QUALITY FARM
EQUIPMENT

WELDING
BLACKSMITHING
MACHINE WORK

PHONE 62 P O BOX 1339 - ALICE TEXAS February 28 1953

Mr. John Doe
R. F. D. No. 1. Box 22
Alice, Texas.

PLEASE RETURN THIS SLIP WITH YOUR CHECK

DATE	REFERENCE	CHARGES	CREDITS	BALANCE
2-14-53	RO 11654			
2-17-53	PT 45687	5.50		10.00
2-20-53	PD 3456	10.00		
			25.50	.00

BALANCE FORWARDED

Please use this account more. We will keep it open for you.

B O Goldthorn

10% INTEREST CHARGED ON ALL PAY DUE ACCOUNTS

PARR MACHINE & EQUIPMENT CO., INC.
ALICE TEXAS

A report to you about men and machines that help maintain International Harvester leadership

This building pioneered a NEW SHOPPING CENTER



"Our location at the east edge of town was the best move we ever made, to serve our customers better," say officers of Farmers Implement Co., IH dealership, Shawano, Wis. Left to right: Kenneth Sumnicht, vice-president; M. L. Steinke, secretary-treasurer; and Louis Steinke, president, who is celebrating his 40th anniversary this year as a Harvester dealer.



Farmers Implement led the way. Now there's a thriving new shopping center on Wisconsin Highway 29, 10 blocks east of Shawano's main business district, where Farmers Implement built their new base of operations five years ago.

**Strategic, long-range store location
planning pays off in increased service
to customers and community for
Farmers Implement Co., Shawano, Wis.**

"Back in 1948, when we built our new base of operations at the east edge of town, a lot of folks thought we were making a mistake," says Louis Steinke, president, Farmers Implement Co.

"Fortunately for us—and the community—it worked out just the opposite way. Since then, a dozen new businesses have located near us, to make a complete and busy shopping section. There's a grocery super market, several automotive agencies, a dry cleaning plant, restaurant, and gasoline service station.

"We're happy about this development. Our long-range planning is paying off in increased service to our customers

and the community. We have plenty of room, both inside and out to enable us to serve *more* customers—and serve them *better*, whether they need a 10-cent tractor gasket over the parts counter or a 12-foot combine reconditioning job in our service department. And we have ample customer parking, too.

"Our town, which is celebrating its 100th anniversary on July 6 to 12 this year, has benefited from the establishment of new businesses here. We're proud of our community, we're proud of our centennial, and we like to see our town grow and prosper. Anything that helps Shawano go forward helps our business, too."

As a leader in the community, Farmers Implement Company wants to see Shawano prosper and grow. Like so many IH dealerships from coast to coast, Farmers Implement recognizes the value of civic growth and progress, and accepts the leadership responsibilities to help carry it out. With this goes a program of good, sound "human relations" in contacts with customers, the community, and the retail farm equipment business.



INTERNATIONAL HARVESTER

International Harvester products pay for themselves in use—McCormick Farm Equipment and Farmall Tractors . . . Motor Trucks . . . Crawler Tractors and Power Units . . . Refrigerators and Freezers—General Office, Chicago 1, Illinois



This "bargain counter" has been effective means of selling odds and ends

month and I simply take them to my desk, sit down and write a friendly note at the bottom. As shown on the statement used for an illustration, I wrote, 'Please use this account more. We will keep it open for you.' And I add my own signature.

"Previously, when the end of the month came, we sent no statements to customers who had paid in full and, consequently, had no balance. It was our theory then that there was no point in using postage when a customer owed us nothing.

"But sending a statement, with my personal note at the bottom, gets highly favorable and often prompt reaction. Some customers, on receiving the statement on which I have written, grab the telephone and call before they read my note and before having noticed that the statement shows no balance. That gives me, if I am here, a chance to make personal contact over the phone and repeat the sentiment expressed in my note.

"Other customers write their favorable comment under or above my note and return the statement. Some write me letters. Others mention the practice when they see me. It is highly productive of good will and it requires only about an hour of my time each month."

Goldthorn makes no pretense of having originated the idea himself. He borrowed it from a department store patronized by Mrs.

Goldthorn. Noting that he received a statement even when he owed no balance, and analyzing the invitation to use the account more often, Goldthorn decided the idea would be a good one for his

own business.

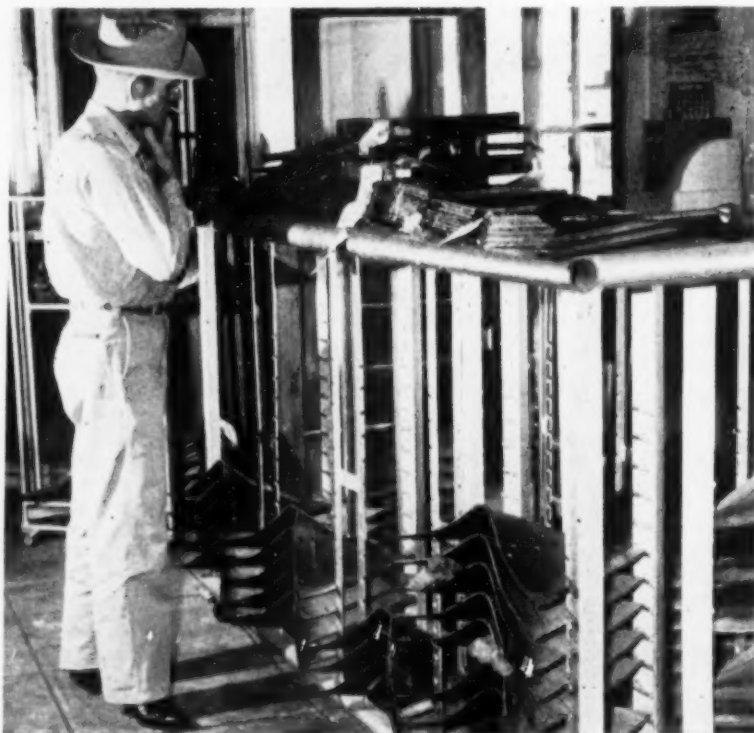
Another borrowed idea resulted in establishment of a "bargain counter" and this counter has moved out most of the "cats and dogs" that have accumulated over some years in the Parr Machine and Equipment company.

"About a year and a half ago we bought 25 or 30 cases of household insect spray," Goldthorn recalled.

"I don't know why we bought it, for it was a bad deal, and although we had given it prime position and display, it didn't sell. But we put it on the 'bargain counter' at half price and nearly everyone who comes in buys a bottle. Of course, we didn't put it all out at once, just a little at a time, so it won't look like we're trying to unload a lot of old merchandise. A few items at a time move faster than a lot of items.

"We had two dozen pairs of combine goggles and, by displaying three or four pairs at a time, they sold. Out of season, too.

"Across the 'bargain counter' we moved all the odd wrenches and long and short screw drivers we had accumulated. We gathered up
(Continued from page 108)



Rack made of angle iron and pipe makes effective display for sweeps. In proper season, sweep display is placed alongside the store entrance. Racks are mounted on heavy-duty casters so that the entire display can be rolled away when the season on each type has passed



"I'm a JOHN DEERE man, myself...."

OF course. And he comes by it naturally. For, two of his greatest heroes are John Deere men—Dad and Grandad.

To him, the green and yellow of John Deere Tractors and implements is as natural to the landscape as the green of the cornstalks and the gold of ripened grain. And ever since he's been old enough to lisp the word "tractor," he's known that the name John Deere stands for something special in the way of farm equipment.

He's heard Dad and Grandad talk farm equipment time and time again. And, although some of the words have been a bit beyond him—words like "quality" and "durability" and "efficiency"—he's got the drift of them, just the same.

That's why this pride of his is a natural thing—as much a family trait as his cowlick, his tilted freckled nose, and the confident way he says:

"I'm a John Deere man, myself."

JOHN DEERE



MOLINE, ILL. ●

Quality Farm Equipment Since 1837

Prices of farm machinery, proportionately, are still well behind the level of wage rates and prices for most other commodities that make up production costs. Despite a decline in farm prices received and farm net income, farm machinery continues to be the farmer's best buy



The Farmer Still Gets a **Bargain in Machinery**

A SLIGHT increase in farm wage rates and a further decrease in the supply of farm labor are in prospect for 1953. This combination of factors will tend to maintain the demand and necessity for labor-saving farm machinery and equipment throughout the South.

Prices of farm machinery changed little during 1952. In fact most of the price increases since June 1950 occurred in the last half of that year and were accompanied by moderate increases in 1951. Prices of farm machinery and equipment, then, are still well behind the level of wage rates and prices for most other commodities that make up farm production costs.

Despite a decline in farm prices received and farm net income, farm machinery continues to be the farmer's best buy.

Farm wage rates have increased steadily since the period immediately prior to World War II, according to the current issue of the U. S. Department of Agriculture publication, "The Farm Cost Situation." As compared with a base of 100 for farm wage rates in the period 1935-39, the base in 1952 was 416. In 1951, then, the average

wage rate for farm labor was more than four times the 1935-39 average. The notable increase in gross production per man hour can be attributed directly to increased mechanization of all phases of farm production. From a base of 100 in the period 1935-39, farm output per man hour in 1952 reached the base of 173, highest in the nation's history.

Sharp Contrast

The price of farm machinery during this same period contrasts sharply with the rising costs of most other commodities. From a base of 100 in the 1935-39 period, farm machinery prices have increased to 201. The price of all commodities entering into farm production costs soared to 237.

In commenting on the farm labor supply, the Department of Agriculture publication predicts that the available supply of farm labor in 1953 will be slightly less than in 1952 with farm wage rates for the year as a whole expected to average slightly more than in 1952. (Average wage rates paid by U. S. farmers in January 1953 were about three percent higher than a

year ago, the smallest increase in any year since the Korean hostilities began.)

"During certain periods in 1953 farmers in some areas will have the usual problems in getting their work done well and in good season. Throughout most of the country the supply of skilled and experienced year-round workers is expected to continue tight. Generally, however, the supply of labor is expected to be sufficient to maintain farm production at high levels. In the past, farm production has increased despite a fairly steady reduction in the quantity of labor used. This has been achieved by greater use of mechanical power and other technological developments in farming."

Referring to the farm machinery situation the publication states that, "wholesale prices of both farm machinery and motor vehicles are now about 12 percent above the June 1950 prices. Most of the price increases for farm machinery since June 1950 occurred in the last half of that year. There were moderate increases in 1951, but very little change in 1952. Prices of farm machinery and motor vehicles are at a high level

While wage rates and the costs of production items have continued to soar, prices of farm machinery have advanced only moderately since 1939. With large acreages and a tighter labor supply in prospect for 1953, farm machinery and equipment continues to be the farmer's best buy.

but increases since the 1935-39 period have been less than the increases in prices received by farmers for their products or the increase in wages of farm labor."

Tight Labor Supply

"Large crop acreages and slightly shorter supplies of farm labor in prospect for 1953 would favor a relatively high volume of purchases of machinery by farmers this year. There are indications, however, of a slowing up in buying of some items. Also drouthy conditions, unfavorable crop prospects in the major wheat areas, and a much greater decline in prices received than in prices paid may restrict farmers' purchases of new machinery in some areas in 1953.

"Production of farm machinery in 1953 probably will be below the high average of 1948-52." While

complete data on production is not presently available, preliminary estimates, according to the publication, indicate production of wheel tractors was about 25 percent below that of 1951 with most of the reduction in the small sizes. "Production of the crawler tractors was only slightly below the 1951 record. Indications are that production of machinery other than tractors in 1952 was maintained at a higher rate than for wheel tractors. Total output of tractors, other farm machinery and equipment in 1952 probably was around 10 percent below that of 1951.

"Value of exports of farm machinery in 1952 was about five percent below the high 1951 level principally because of smaller foreign takings of wheel tractors, especially the small sizes. About 57,000 wheel tractors were exported in 1952, about 30,000 below

the high 1951 shipments. Exports of crawler tractors and repair parts in 1952 were larger than in 1951.

"The total volume of power and machinery on farms has been increasing for more than a decade and on January 1, 1952 was about 84 percent above the 1935-39 average. Purchases of farm machinery in 1952 were sufficiently large to permit a further increase during the year. Inventories of power and machines on farms January 1, 1953 were the largest on record.

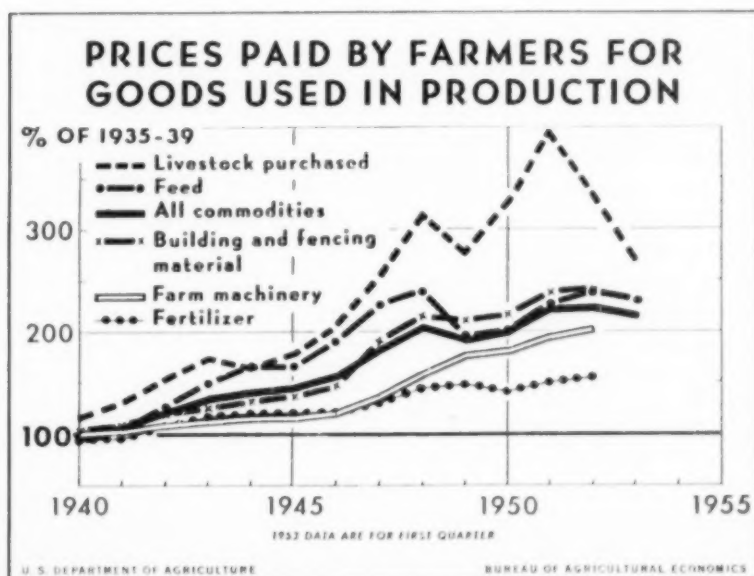
Increase in Tractors

"Numbers of tractors have been increasing at a rapid rate. On January 1, 1952 it was estimated that there were 4,170,000 tractors of all types on our farms. At the beginning of 1953 it appears that there were about 4.4 millions tractors on farms, three and one-third times the 1935-39 average.

"The increase in the total volume of power and machinery on farms has taken place while the horse and mule population has been decreasing sharply. On January 1, 1953 there were about 36 percent as many horses and mules on farms as in 1935-39.

Decline in Workstock

"Demand for workstock has been declining and prices in recent years have been low. There have been continuous and heavy reductions in the size of the colt crop. In 1952 only 113,000 colts were raised, the smallest crop in more than a century and only five percent as large as the average colt crop at the beginning of World War I. Only 5.6 million head of horses and mules of all ages were on farms on January 1, 1953.





FERGUSON is the WORLD'S SAFEST TRACTOR!

Farmers are quick to see that the Ferguson offers more safety factors! Among them are the safety self-starter, low center of gravity, and most important—an exclusive, foolproof automatic overload release that saves tractor, implement and man if an underground obstruction is struck.

This safety factor can be a profit factor for you—if you have a Ferguson Franchise! Contact your nearest Ferguson Distributor for all the details about the selling opportunities of a Ferguson Franchise.

HARRY FERGUSON, INC., Detroit 32, Michigan

The Franchise with the Future is FERGUSON!

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The Outlook for 1953

USDA predicts lower net for farmers

WITH PRICES received by farmers at a lower level than in 1952, farmers' cash receipts from marketings in 1953, and their total gross income, are likely to be somewhat below a year ago, according to the recent issue of "The Farm Income Situation," a publication of the U. S. Department of Agriculture.

The publication points out that farm production costs, however, continue high and "relatively inflexible." Farm operators' realized net income in 1953 probably will be down about a billion dollars from last year's total of 14.3 billion. Although this would be somewhat larger than the postwar low of 12.3 billions received in 1950, the purchasing power of this income would be the lowest since 1941.

If growing conditions are average, the publication predicts that the total volume of farm marketings in 1953 will equal approximately last year's record volume.

However, a material change in production prospects as the season develops could alter price and income prospects.

It is likely that total farm production expenses will decline slightly in 1953. Expenditures for purchased livestock, feed, seed, and rents probably will be lower in 1953, perhaps substantially lower in the case of feed and livestock. On the other hand, some further increases may occur in farmers' interest payments, taxes, depreciation charges, operating costs for motor vehicles, and expenditures on fertilizer and hired labor.

January-March

"Cash receipts from farm marketings in the first quarter of 1953 totaled 6.6 billion dollars, down two percent from last year. An increase of six percent in the volume of marketings was more than offset by lower average prices. Receipts were up four percent in

January, down seven percent in February, and down four percent in March as compared with corresponding months in 1952. Receipts from livestock and products in the first quarter were down nine percent to 3.9 billion dollars, mostly because of a 17 percent drop in receipts from meat animals. On the other hand, crop receipts were up 11 percent to 2.7 billion dollars, largely the result of increased marketings of wheat, corn, soybeans, and tobacco.

"The preliminary estimate of cash receipts in March is 2.0 billion dollars, up slightly from the revised estimate of 1.9 billion for February, but down four percent from March last year. Receipts from livestock and products were about 1.3 billion dollars, seasonally higher than in February but seven percent below a year earlier. March crop receipts are estimated at 0.7 billion dollars, practically the same as in February and only slightly above March, 1952.

Cash receipts from farm marketings, by States, January-February 1952-53

State and region	Livestock and products		Crops		Total	
	1952	1953	1952	1953	1952	1953
	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars	1,000 dollars
Delaware	13,969	13,207	1,849	2,726	15,818	15,933
Maryland	29,339	28,086	5,372	5,339	34,711	33,425
Virginia	32,909	36,305	25,730	27,897	58,639	64,202
West Virginia	11,730	12,091	4,953	5,937	16,683	18,028
North Carolina	27,407	27,418	29,947	23,836	57,354	51,254
South Carolina	12,717	12,087	17,165	11,343	29,882	23,430
Georgia	42,219	33,044	25,064	15,675	67,283	48,719
Florida	20,803	16,924	84,210	80,440	105,013	97,364
South Atlantic Region	191,093	179,162	194,290	173,193	385,383	352,355
Kentucky	42,612	36,460	91,441	114,193	134,053	150,653
Tennessee	34,467	34,591	42,667	46,046	77,134	80,637
Alabama	24,704	24,559	18,363	14,840	43,067	39,399
Mississippi	20,823	20,808	31,393	35,645	52,216	56,453
Arkansas	28,636	22,636	44,620	25,916	73,256	48,552
Louisiana	19,469	16,628	28,531	33,620	48,000	50,248
Oklahoma	57,518	42,443	21,622	26,848	79,140	69,291
Texas	113,921	122,946	146,627	106,642	260,548	229,588
South Central Region	342,150	321,071	425,264	403,750	767,414	724,821
United States	2,879,992	2,589,415	1,748,608	2,000,093	4,628,600	4,589,508



Dearborn Motors' new cotton harvester brings mechanical harvesting to those cotton growers who presently pick by hand. 1953 distribution of the harvester will be confined to the South and Southeast. Using counter-rotating brushes, the harvester removes both cotton and burrs from the stalk. A blower delivers cotton and burrs to a trailing wagon or to a cotton basket designed for mounting on Ford tractors. Unit will harvest up to $1\frac{1}{4}$ acres per hour

Dearborn's New Cotton Harvester

DEVELOPMENT of a low-cost cotton harvester designed to bring mechanical harvesting within reach of thousands of cotton growers is announced by Dearborn Motors Corp., Birmingham, Mich.

Simple in design and operation, the new harvester uses rotating nylon brushes to remove the cotton and the cotton burr from the stalk. The cotton and burr are then drawn to a by-pass fan and delivered either to a trailing wagon or into a special cotton basket mounted on the tractor.

Capacity

The machine harvests up to $1\frac{1}{4}$ acres per hour, or, in average yields, approximately one bale of cotton every 75 minutes, it is claimed. Tests are said to have shown that the new harvester can save cotton growers from \$25 to \$45 per bale over hand picking costs, depending on field conditions.

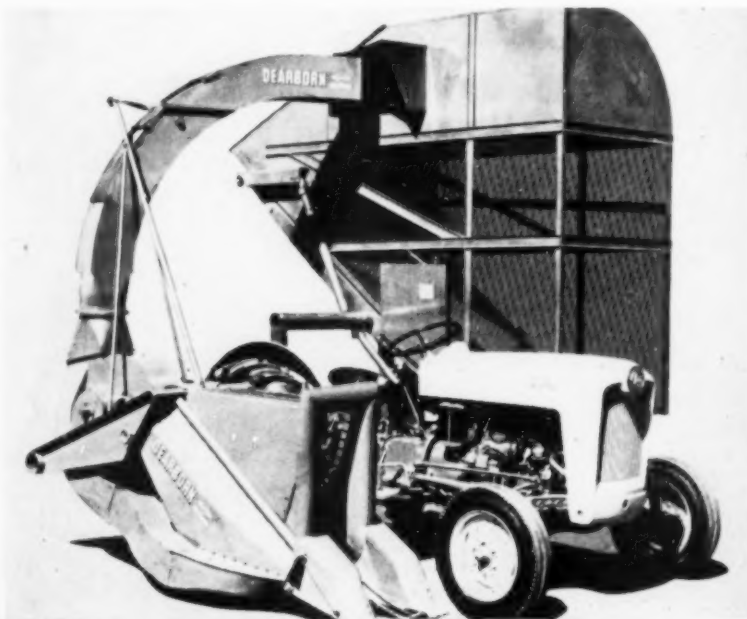
The Dearborn cotton harvester is used only when all bolls have opened. In areas where labor is plentiful, growers may prefer to make the first picking by hand, then follow up with the harvester after all bolls have opened. The unit has been used successfully in cotton ranging up to $4\frac{1}{2}$ feet in height. Defoliation of the cotton

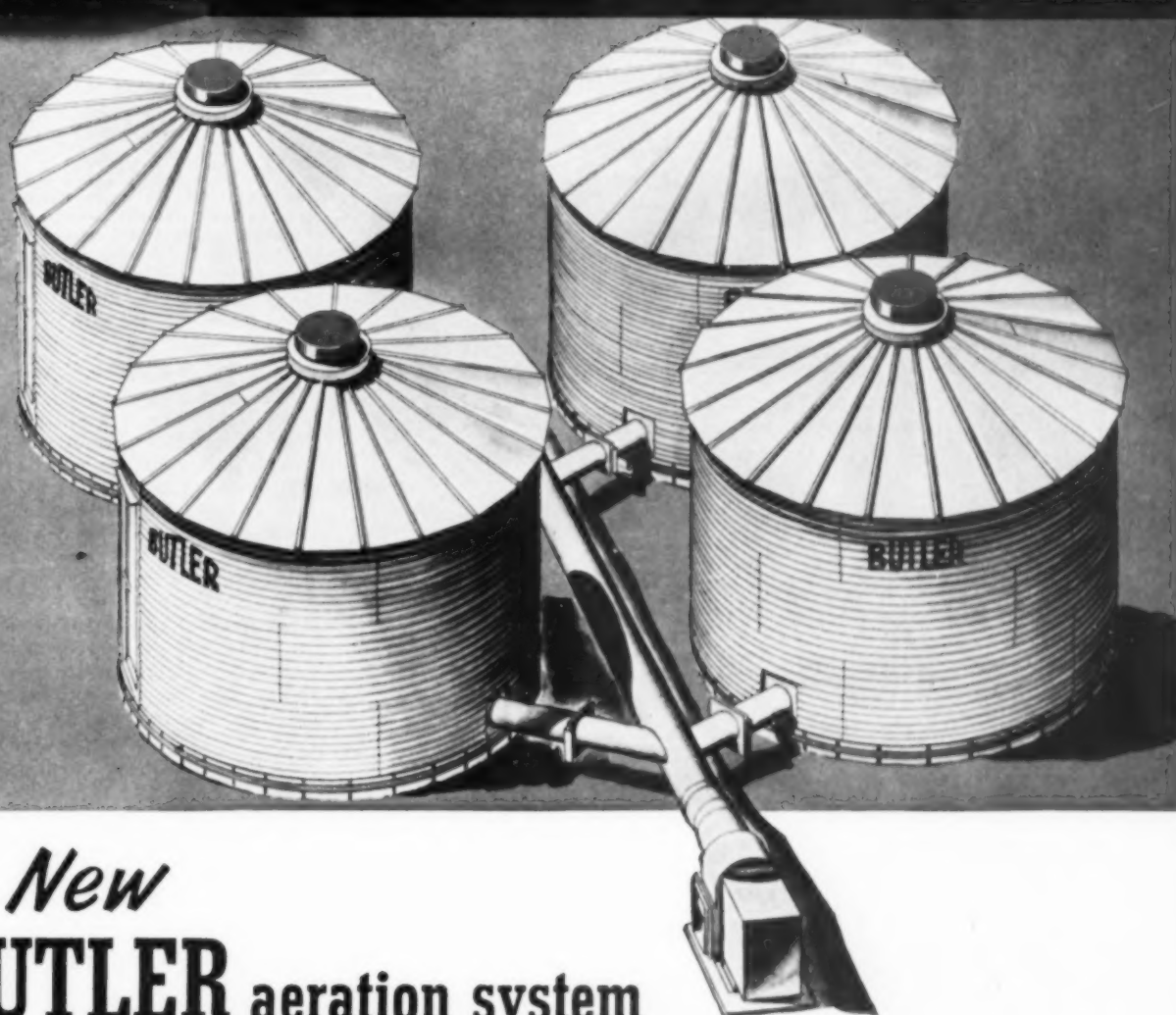
is necessary prior to the harvesting, for the cleaner the field, the better are harvesting results.

Easily attached to any model Ford Tractor, the harvester contains no grease fittings, as all bearings are sealed and lubricated for life. The tractor hydraulic system controls the lifting and lowering of the "harvesting head" as well

as dumping of the cotton basket.

According to G. D. Andrews, Dearborn Motors vice president in charge of sales, production of the machine will begin in June at the Wood Bros. plant, Des Moines, Iowa, a manufacturing subsidiary of Dearborn Motors. Distribution of 1953 production will be confined to the South and Southeast.





New **BUTLER** aeration system means extra grain bin sales for you

The new BUTLER aeration system gives farmers a *complete* grain conditioning unit with ducts, fan and motor assembly for 1,000, 1,330 and 2,200-bushel Butler steel grain bins. It circulates a controlled volume of air through high moisture grain to cool it quickly and promote natural conditioning. It prevents heating, guards against losses due to spoilage and insect activity. *Farmers can safely store and condition grain having 18 to 20% moisture . . . actually upgrade it for higher market prices, better feed, safer seed!*

To you, as a Butler dealer, this means a big, new sales potential for Butler steel grain bins. It makes practically every grain producer in your trade area a Butler prospect.

You can sell Butler bins for safe, clean on-the-farm grain storage . . . with Butler aeration to condition and upgrade high-moisture crops.

Butler ads now appearing in the national and sectional farm magazines are telling farmers in your territory about this new aeration system for Butler bins. They're opening the sales door to help you add a profitable new volume to your business.

Get all the facts! Learn how you can stock, display, sell Butler grain bins with the new Butler aeration system and cash in on the profits a Butler dealership offers.

Mail this coupon TODAY for details!



For prompt reply, address office nearest you:

BUTLER MANUFACTURING COMPANY
7394 East 13th Street, Kansas City 26, Missouri

I want to take advantage of the big sales opportunity the new Butler aeration system offers. Please send more information.

Name _____
Address _____
Town _____ State _____
Business _____



Built for big-capacity baling the McCormick No. 55 baler bales up to 10 tons per hour. Windrow is picked up intact and delivered to the auger. The hay is elevated no higher than the top of the pickup reel

New McCormick No. 55 Baler Bales Up to 10 Tons an Hour

A NEW McCormick No. 55 baler, with a capacity of up to 10 tons an hour, has been announced by the International Harvester Co. It is an automatic-tying, engine-driven, pickup baler which produces a new, heavier, 15 x 19-inch bale. The No. 55 is made in both twine-tying and wire-tying models.

According to the company the No. 55 is built throughout to give years of big-capacity hay baling. Mounted on a heavy, one-piece, tubular-steel axle carried on two pneumatic-tired wheels, the machine follows the contour of the ground closely without weaving.

The No. 55 baler is designed to retain maximum quality in the hay crop. The hay is handled less and moves in a more direct line through the machine. A spring-tined cylinder picks up the windrow gently and cleanly, and transfers it directly onto the low-level cross-feed deck. The deck is level

with the bale chamber so that no further elevation is required, and the hay can be fed directly into the chamber. This direct, low-level feed makes unnecessary the use of an elevator, cross conveyor or feeder head. Fewer parts mean less handling and less leaf loss.

Both the twine and wire-tying mechanisms are designed especially for hay balers. The tie is made close to the bale, avoiding slackness in the twine or wire which would allow the bale to expand. A slotted plunger head permits uninterrupted plunger action during the tying cycle. This means bales of more uniform density and increased baler capacity. With uninterrupted plunger action, feeding into the bale chamber also remains constant. Oversize charges of hay that limit baling capacity are avoided.

The No. 55 baler turns out a new sized bale with a 15-inch depth and a 19-inch base. The wide, low shape of the bales prevents shifting in the load. Bale tension is controlled from top and bottom of the bale chamber. The bale chamber sides are strapped rigidly together,

(Continued on page 112)



The new balers are made in both twine-tying and wire-tying models. Except for the tying mechanism, the two models are the same. The 55-V wire tying unit is shown above. Side view of the 55-T twine-tying baler, left, reveals the low design of the machine. Engine powers the baler through a belt drive

WISCONSIN

The Name that Stands for **HEAVY-DUTY** *Air-Cooled* **ENGINE POWER** *at Its Best!*

● Don't take our word for it. Make your own appraisal of Wisconsin Heavy-Duty Air-Cooled Engines, based on your personal knowledge of these fine engines as compared with all others in their horsepower range. Your Service Department can give you some good, solid answers . . . tell you how Wisconsin Air-Cooled Engines stack up alongside of other makes from the standpoint of servicing required . . . as against actual power service delivered on the job.

Every manufacturer of Wisconsin-powered farm equipment . . . including 12 leading builders of pickup balers, 7 manufacturers of combines and 24 builders of garden tractors, plus dozens of other makers of mechanized farm machinery of all kinds . . . every one of these manufacturers bets his reputation and money on the long-pull dependability and low-cost maintenance of Wisconsin Air-Cooled Engines — engine power at its best.

Go out onto the farms and into the fields of your own customers who use Wisconsin-powered machines and ask them what they think about these engines.

You can't get away from it. Most power-wise buyers and users of engine power will confirm the statement that: "WISCONSIN" is a name that stands for Heavy-Duty Air-Cooled Engine Power at Its Best!

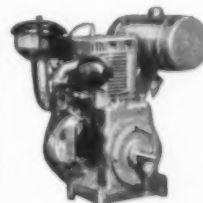
From our standpoint, this is the logical result of close specialization. WE BUILD NOTHING BUT AIR-COOLED ENGINES! There is nothing to divert our engineering and production facilities from this single-minded purpose. Wisconsin Air-Cooled Engines ought to be better . . . and we think they are.

You can't do better than to sell Wisconsin Air-Cooled Engines and Wisconsin-powered farm equipment. It pays you and pays your customers.

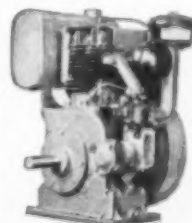
**4-CYCLE
SINGLE CYLINDER**
3 to 9 hp.



Model ARN, ARN
3 to 6 hp.

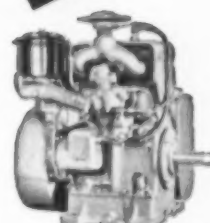


Model AEN
4.5 to 8.2 hp.



Models AFH, AGH, AHH
6 to 9.2 hp.

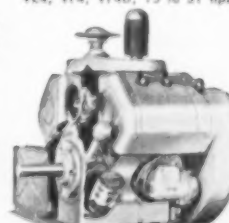
MULTI-CYLINDER
7 to 36 hp.



2-cylinder Models TE, TF
7.2 to 14.6 hp.



V-type 4-cylinder Models
VE4, VF4, VP4D, 15 to 31 hp.



V-type 4-cylinder
Model VG4D, 25 to 36 hp.



WISCONSIN MOTOR CORPORATION

World's Largest Builders of Heavy-Duty Air-Cooled Engines
MILWAUKEE 46, WISCONSIN



McNeese Co., Implement Sales Co. Expand Services in the South

WITH THE addition of several new lines in recent months, McNeese Sales Co., Memphis, Tenn., and Implement Sales Co., Decatur, Ga., farm equipment wholesalers, again have expanded services to dealers in the central southern and southeastern states.

The two companies, owned by G. A. McNeese, operate independently from their separate headquarters, with salesmen working out of each division office under the general management of Mr. McNeese.

Products currently handled by the two companies include: lift and pull-type disc harrows, soil pulverizers and grass seeders, all-purpose blades and post hole diggers, sprayers — row-crop for cotton, broadcast, pre-emergence and post emergence for weed control, cotton dusters, lime and fertilizer spreaders, roto-beaters, industrial and farm wagons and trailers, land levelers, subsoilers, variable draft 3-point hookups, rubberized combine drapers, sprayer pumps, feed mixers, farm elevators, soil movers, loaders, etc. Products recently add-

ed include wheel-type side delivery rakes, scoop and grader blades, and hatchet mills and blowers.

McNeese Sales Co. was established in 1946 to serve independent manufacturers of specialized farm equipment and related accessories as distributors in ten central southern and southeastern states.

Expanding in 1949, the territory previously served by the Memphis headquarters was divided with dealers in the Southeast being served by Implement Sales Co., Decatur, Ga. W. G. Tempel, who has been with the organization since its inception, is manager of this division.

The central southern division served by McNeese Sales Co. includes dealers in Arkansas, Mississippi, Louisiana, Kentucky, West and Middle Tennessee, West and North Alabama and a southern portion of Missouri.

Implement Sales Co.'s territory embraces North and South Carolina, Georgia, Florida, East Tennessee and East Alabama.

Together, the two companies

have nine sales territories with a total of 20 salesmen traveling the sales area. The buildings of each Division are of modern construction and have adequate warehouse and office space for handling all operations.

New Implements for MM's 3-Point Hitch

NEW TRACTOR implements, engineered for the firm's 3-point hitch, have been announced by the Minneapolis-Moline Co., Minneapolis, Minn. According to the company engineers, these new implements have been designed to fit all other standard 3-point hitches as well as the firm's Hitchor.

Included in the list of implements released are two 2-bottom high clearance moldboard plows called the VP and HP. The VP plow is believed to be unique in moldboard plow design. According to company engineers, the VP plow has a spring-trip beam that frees the entire plow beam as well as the bottom in the event the plow strikes an obstruction. The HP plow is a light-duty moldboard plow, simply designed with few parts, yet claimed to have everything necessary to do excellent plowing.



Two new Wheatland disc plows, called the EA and EB have also been announced. The EA and EB Wheatlands are heavy-duty plows designed for two-plow tractor power.

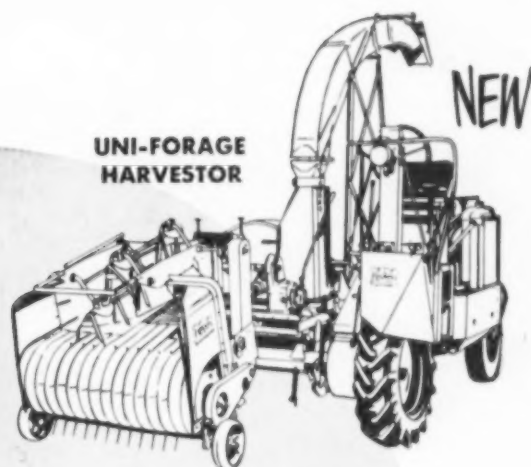
Two-row planting attachments announced for the firm's 3-point hitch include; DQF lister planter, PX checkrow planter; and the A-20 and A-21 for cotton and corn planting.

The company also announced that a two-row middlebreaker attachment, called the MQF, is now in production.





NEW
ONE ROW
TRACTOR WITH
2-PLOW POWER



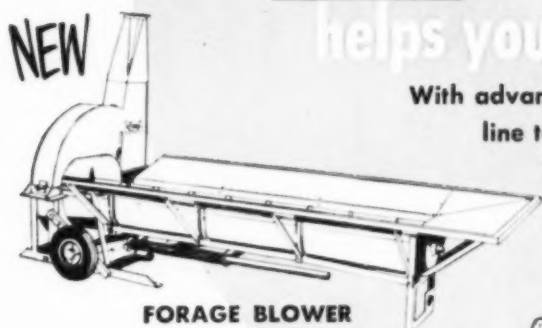
NEW
UNI-FORAGE
HARVESTOR

How

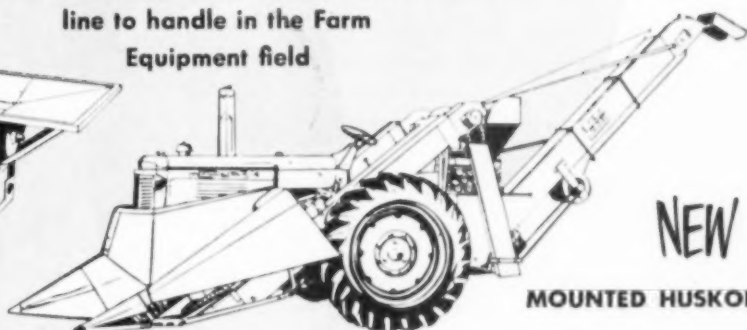
PRODUCT RESEARCH

helps you **Step out Ahead...**

With advanced design plus the easiest
line to handle in the Farm
Equipment field



NEW
FORAGE BLOWER



NEW
MOUNTED HUSKOR

THESE FARM MACHINERY FIRSTS KEEP THE MM DEALER WAY OUT AHEAD

When you sell the Minneapolis-Moline line, you sell the most modern farm machinery in the world! Continuous product research, in laboratories, in factories, and in the field, keeps MM engineers up-to-the-minute on farmers' needs—keeps them informed of ways to make current machines even better . . . *more* profitable for the farmer to own . . . *more* profitable for you to sell.

But design leadership alone, is only one reason why MM Dealers grow and prosper. A complete line that lets you sell the right equipment for every farm, and every soil; a deferred sales

system that helps you sell—never ties up your profits; manufacturing and distribution facilities that assure you of prompt deliveries; and an intensive advertising and sales promotion plan that finds prospects for you, and helps sell them—these are the reasons why MM is the easiest line to handle in the Farm Equipment field.

As part of an expanding dealer program, Minneapolis-Moline now is opening new dealer franchises in choice farming areas. If you want complete facts on dealerships available in your area, write at once. Your letter will receive immediate, executive-level attention.

MINNEAPOLIS-MOLINE

MINNEAPOLIS 1, MINNESOTA

**attractive
displays
sell
more
chain!**



CAMPBELL CHAIN, displayed on this compact, colorful merchandising stand, has eye appeal—reminds customers to get the chain they need. Various assortments of the most popular types are available. The complete Campbell Line includes chain of every type . . . in every grade and size. Ask your wholesaler, or write direct.

Chain for every need . . . INDUSTRIAL
FARM . . . MARINE . . . AUTOMOTIVE

CAMPBELL CHAIN *Company*

MAIN OFFICE: YORK, PA.

Factories: York, Pa., and West Burlington, Iowa

Makers of Famous CAMPBELL Lug-Reinforced TIRE CHAINS

Oakes Appoints Joy Sales Manager

OAKES MANUFACTURING Co. Inc., a subsidiary of Food Machinery & Chemical Corp., has announced the appointment of Don C. Joy as sales manager. The Oakes company, producers of poultry and hog equipment, is located at Tipton, Indiana.



Don C. Joy

Mr. Joy has been a member of the Oakes sales staff since 1951, having served as district manager in Texas and Oklahoma. A graduate of the University of Nebraska, Agricultural College, he has been active in agriculture and associated industries for over 16 years. For eight years prior to joining Oakes, he was associated with Ralston Purina Co. in sales and merchandising. Previously, he had served six years as a county agricultural agent in Nebraska.

Massey-Harris Issues Pony Tractor Catalog

A NEW 4-color, 16-page catalog featuring the Massey-Harris 1-plow pony tractor is now available from the Massey-Harris Co. of Racine, Wis. The free booklet describes and illustrates the latest Pony improvements.

Equipped with Massey-Harris Depth-O-Matic hydraulic system, the Pony is available with a full line of matched pull-behind and mounted equipment. The Pony model is designed for the farmer with limited acreage, the truck gardener, part-time farmer and the farmer who needs a second tractor on a larger farm.

Copies of this new catalog are available from Massey-Harris.



the fisherman wise has plenty of flies

The smart fisherman doesn't head for his favorite stream with only one or two flies to catch the wary trout! No sir—he has a *hatful* of enticing beauties to offer his "prospects"!

IF YOU'RE FISHING for more pump sales this year (and *who isn't?*)—don't let the "big ones" get away because you haven't got the pump to interest them! When you handle the big GOULDS line of dependable water systems—you're sure to have the *right* pump for every prospect—no matter *what* his requirements. Deep well, shallow well, any capacity, any pressure, any price—GOULDS has the pump for the job—and every one has *dozens* of famous GOULDS quality and performance features that make *your* selling job easier.

FISHING'S GOOD THIS YEAR . . . more people need *more* pumps than ever before—and they've got the money to buy 'em, too! Better see your GOULDS distributor soon—and get set to land *more* pump profits with the complete GOULDS line!

Goulds Pumps Inc., Seneca Falls, N. Y.

Here's your leader..



GOULDS balanced flow jet

When you sell

GOULDS WATER SYSTEMS

you can sell every prospect

Serialization of Equipment Recommended by Wholesalers

A STAND FAVORING mandatory serialization of all farm equipment and allied items worth \$100 or more has been taken by the Farm Equipment Wholesalers Association.

At their Midyear Meeting in Chicago members of FEWA voted to support federal legislative action requiring serialization of equipment by manufacturers. The vote was among several steps taken by the FEWA to improve handling and selling of farm equipment in the short line and specialty field. The FEWA also recommended that manufacturers check freight rates and classifications on their products to assure minimum costs and urged manufacturers to provide distributors with proper bill of lading, nomenclature, description and classification information so that reshipment to retailers can be effected at lowest possible rates.

A round table discussion on catalog standardization was productive of initial steps aimed at full manufacturer-distributor cooperation in preparation of standard catalog pages. The wholesalers also recommended that factories expend greater efforts to make available full product information on new items prior to introduction to the field to enable distributors to extend full merchandising assistance to retail dealers in demonstration and selling on the farm front.

The FEWA spring meeting was attended by 116 wholesalers representing 56 member firms of the Association, and 394 factory people representing 236 short line manufacturers of farm equipment.

Chicago was selected as the site of the 1954 spring meeting. The 1953 fall meeting will also be held in Chicago.

Freeman to Manage Choremaster Sales

LOUIS L. WEBER, president of Weber Engineered Products, Inc., Cincinnati 4, Ohio, announces the appointment of James E. Freeman

as sales manager for its Choremaster Division, makers of garden equipment, and for Farm & Garden Sales, Inc., sales subsidiary for Choremaster products.



James E. Freeman

Mr. Freeman, who has had extensive sales and management experience, was formerly district sales manager of Curtiss Co. and previously was associated with a large management consulting firm in Chicago.

Silbaugh Adds New Model to Loader Line

THE SILBAUGH Mfg. Co., of Humboldt, Iowa, announces a new addition to its line of loaders, the Humboldt Model F and F loader, which is designed exclusively for

Ford and Ferguson tractors.

Patterned after the Humboldt Model MLW loader, the unit features fast and easy installation and removal. The booms and bucket can be put on or taken off in less than five minutes by one man, it is claimed. The complete loader, including sub-frame and mounts, can be removed or installed in less than 30 minutes, also by one man. To mount or dismount never requires removal of the fenders or engine heat covers.

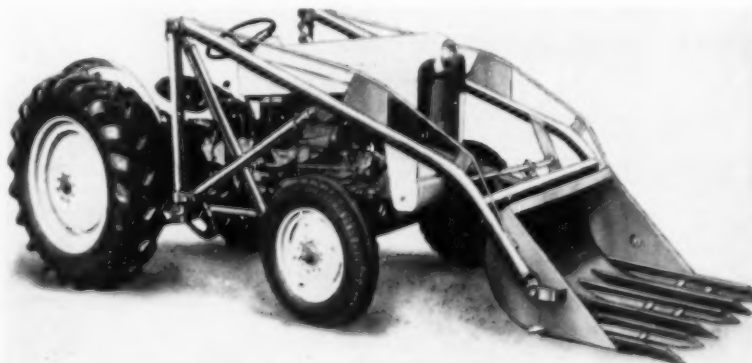
The Model F and F also features good front and rear weight balance which eliminates center breakdowns. With the weight of the loader evenly divided between the front and rear axles, maximum bucket loads are handled with ease. A full line of loader attachments is available for the new model.

Century Offers Sprayer Mount for Case Tractors

A SIMPLE, low-cost mounting for Century boomless and boom-type sprayers to mount on J. I. Case "VA" series tractors with the Eagle Hitch has been announced by Century Engineering Corp., Cedar Rapids, Iowa.

The new tank mounting can be attached to the tractor in five minutes or less, it was announced. Century's boom-type Model A-1 sprayers in four, six and eight row boom sizes, or the Power-Jet sprayer that covers a swath 50 ft. wide without a boom, can be mounted on the new tank carrier.

Sprayers with the J. I. Case mounting are available through wholesalers in 24 localities throughout the United States who distribute the Century line.

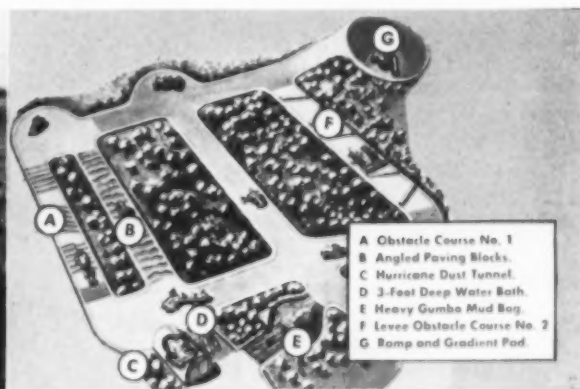


Silbaugh's New Model F and F loader



The radio-like indicator mounted on the platform of this Massey-Harris 55 (also shown lower left) uses electronic impulses to analyze in the field various parts of the plow for internal stresses, when the plow is at work. Hair-line wire accurately transmits even very small expansion and contraction reactions in the metal as the plow moves through the ground.

On this scientifically designed test track, Massey-Harris machines are tested with a rigorousness that telescopes years of normal use into a few days — even hours.



Testing really gets down to earth At MASSEY-HARRIS

TEST it on the track — prove it in the field — that's the Massey-Harris way of building farm equipment that stays on the job, under the toughest conditions.

Once a machine has passed the test track engineers are sure of structural strength . . . bearings and gear resistance to dust and water . . . metal strength and quality.

But what about actual field performance? They get the answers to that, too. This time on the Massey-Harris 640-acre experimental farm with electronic devices that measure resistance to land and load pressures under actual farming conditions.

A complete laboratory also assists . . . demonstrates further the toughness of assemblies, individual parts and specific points.

Such complete and thorough testing is your assurance of products that do their job season after season . . . of a continuing parade of new and improved

machines that make your job of selling easier and that build profit and security for you.

As a Massey-Harris dealer, you can share in the sales benefits of this sound engineering and scientific testing program. You sell products that meet the demand for lower production costs, less labor and greater job practicability.

Make it a Massey-Harris

It will pay you to look into the Massey-Harris franchise. There may be a dealership open in your community now. Write the Massey-Harris branch nearest you for complete information.

The MASSEY-HARRIS COMPANY, INC.

Quality Ave. • Racine, Wisconsin

Atlanta, Ga.; Batavia, N. Y.; Columbus, Ohio; Dallas, Texas; Denver, Colo.; Des Moines, Iowa; Fargo, N. D.; Indianapolis, Ind.; Kansas City, Kan.; Memphis, Tenn.; Minneapolis, Minn.; Omaha, Neb.; Portland, Ore.; Racine, Wis.; Stockton, Calif. Sub-branches: Amarillo, Texas; Enid, Okla.; Harrisburg, Pa.; Los Angeles, Calif.; St. Louis, Mo.; Wichita, Kan.

Each Sale Leads to...

another...

another...

and another!

FOR IMMEDIATE PROFITS — and repeat profits there is no better machine to stock than the NEW IDEA-Horn Loader. Sold to farmers as a loader, it earns its keep in time and labor saved.

Most owners become prospects for one or more of the additional labor-saving attachments—a source of continuous profit to you. NEW IDEA-Horn Loaders fit more than 80 different tractor models.



New, improved model now available for Allis Chalmers "WD."

NEW IDEA-HORN



Manure Bucket



Scoop



Angle Dozer Blade



Push-Off Shaker

NEW IDEA

FARM EQUIPMENT COMPANY

AVCO

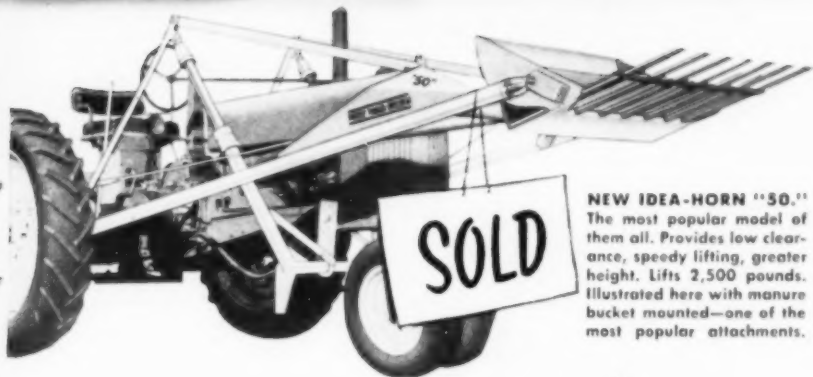
DIVISION DISTRIBUTING CORPORATION
COLDWATER, OHIO, U. S. A.



NEW IDEA-HORN "50" CONVERSION.
Fits row crop tractors equipped with adjustable front axles. Will also fit tricycle type row crop models. Lifts 2,500 pounds.



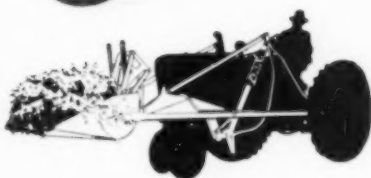
NEW IDEA-HORN "LS." Fits large standard type tractors. Operates with either built-in hydraulic systems or the New Idea-Horn hydraulic pump. Lifts 2,500 pounds.



NEW IDEA-HORN "50."
The most popular model of them all. Provides low clearance, speedy lifting, greater height. Lifts 2,500 pounds. Illustrated here with manure bucket mounted—one of the most popular attachments.



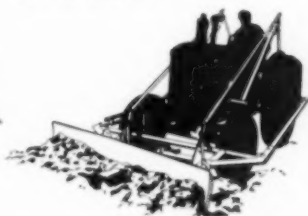
Dirt Bucket



The dirt bucket finds many and varied uses on the farm. Can be used for leveling, cleaning, and for moving heavy materials about the farm, such as sand, dirt, gravel, coal, etc.



Dozer Blade



One of the most popular jobs for the dozer blade is snow removal, yet once on the farm it becomes an almost constant source of labor saving in cleaning feed lots, maintaining farm lanes and terraces.



Pitch Control



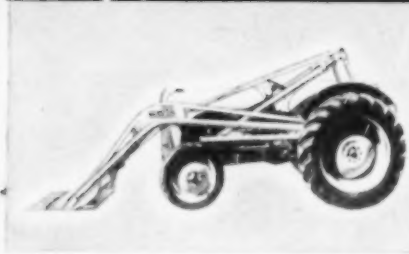
A real convenience with dirt bucket or scoop. It gives the operator complete hydraulic control when digging, dumping and skimming.



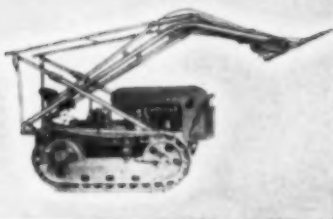
Buck Rake Loader Boom Grapple Fork

TEN ATTACHMENTS... all interchangeable!

Hydraulic Loaders



NEW IDEA-HORN "50S." Fits smaller row crop and W.F.E. tractors. Will operate with built-in hydraulic systems or New Idea-Horn hydraulic pump. Lifts 1,600 pounds.



NEW IDEA-HORN "50S." Built for use on small track-type tractors. Does a real job with a dozer blade and as a loader. Lifts 1,600 pounds.

Johnson Introduces New Mixall Mixer

GORDON Johnson Equipment Co., 2519 Madison Ave., Kansas City 8, Mo., announces the new Johnson Mixall feed and molasses blender for stockmen. The Mixall is said to do a thorough, fast job of mixing dry ingredients and blending in molasses, urea, or soaked grains. It has diversified uses such as seed treating, blending dry or liquid medications, pre-mixing, etc.



Literature and further information is available from the manufacturer upon request.

Spraying Systems Offers New Suction Filters

SPRAYING SYSTEMS Co., manufacturer of the TeeJet line of farm spray nozzles and related equipment, has announced a new type suction filter for use with sprayers, where the water used contains sand or silt. While sand and silt particles may not clog spray nozzles, they will in time cause excessive pump wear. By using the new Spraying Systems No. 5610 Suction Filter, pumps will be fully protected and pump repair money will be saved. This filter is made of special felt washers, held by and tightly compressed around a brass core. By loosening a single holding screw, the felt washers are easily removed for cleaning. Outlet end is threaded for 3/4" garden hose connection.

Further information is available from Spraying Systems Co., 3277 Randolph Street, Bellwood, Ill.



William Werner, left, Avco vice president, and E. A. Juzwik, former Ezee Flow president who now will serve as general manager of the new Ezee Flow Division, following Avco's purchase of Ezee Flow Corp.

Avco Announces Purchase of Ezee Flow Corp.

Avco Manufacturing Corp., Coldwater, Ohio, has acquired the properties and assets of Ezee Flow Corp. of Chicago and Ezee Flow, Inc. of Collegeville, Penn. The new acquisition, now the Ezee Flow Division of Avco, has been a leader in the field of fertilizer application equipment.

Operations of the Ezee Flow Division will be under the supervision of Avco's New Idea Division, whose headquarters are in Coldwater, Ohio. E. A. Juzwik, formerly president of Ezee Flow, has been named general manager of the new division. R. H. Shotwell will continue to serve as sales manager, while P. B. Scheucking will be treasurer. William M. Werner, Avco vice president, is general manager of New Idea and of Horn Manufacturing Corp., a wholly owned subsidiary of Avco.

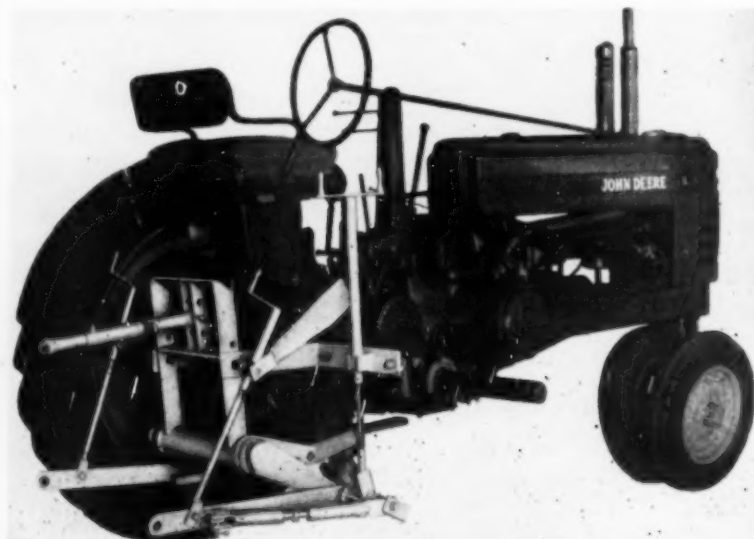


eter-tested to meet exacting horsepower specifications before it leaves the factory, the manufacturer announced.

Strunk Introduces New One-Man Chain Saw

STRUNK Equipment Co., Coatesville, Penn., announces a new 19-inch, 3 h.p. one-man chain saw, featuring a high voltage magneto that assists in quick, sure starting and new light weight, close-grain castings of aluminum and magnesium that lower the unit's weight. Chrome plated parts, including the starter housing are incorporated in the unit.

Every Strunk saw is dynamom-



New Westate 3-Point Variable-Drive Hitch

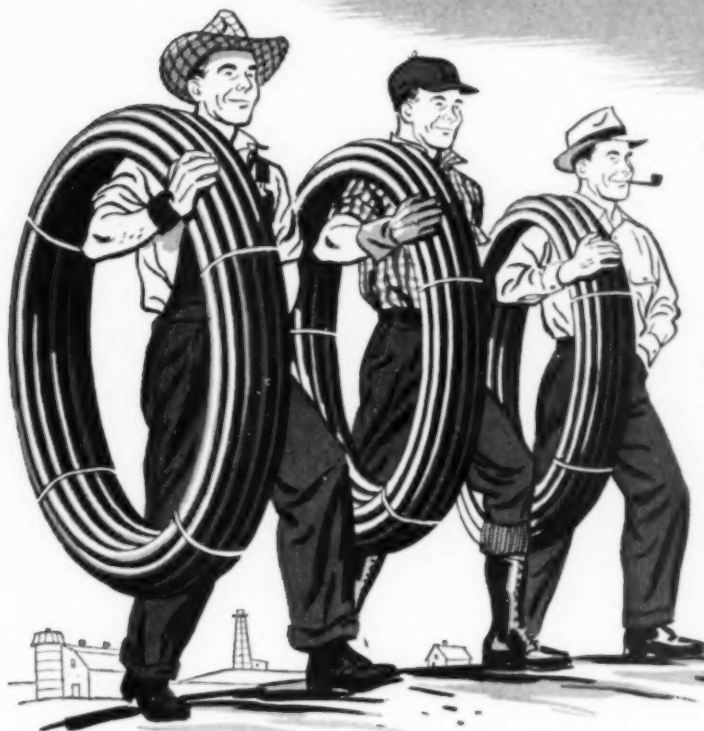
A NEW Variable-Draft 3-Point Hookup has been introduced by the Western States Equipment Co., Golden, Colo.

The advantage of a variable draft comes from the ability of the operator to change the vertical line of pull at will to accomplish the most economical use of power in differing soils and different implements. The drag link on the Westate unit is adjustable to an up or down position, or to any point between. When the setting of the drag link creates an upward pull, the weight of the soil is taken through the implement to the tractor, giving greater traction — important when the work is heavy, it was announced. When the direction of pull is downward, the weight of the tractor is transferred to the implement, which is an advantage when the implement is inclined to lift out of the soil. In use, the operator soon gets the "feel" as to the exact position in which the best use of power is being realized.

The new, complete hitch is raised and lowered hydraulically, as are all Westate hitches, but the regulation of the drag link is operated manually from a hand screw at the side of the tractor seat.

The Westate Variable-Draft 3-Point Hookup was originally developed for use on the Westate land leveler, but it is proving efficient on all other 3-point hookup implements, such as chisel and disk plows, terracing blades, bulldozers and scrapers.

The buy of '53



Carlton* PIPE!



The best buy in piping is CARLON... the first real pipe that is plastic! It offers more features for the money — features that farmers, ranchers and homeowners want. It is lightweight (only $\frac{1}{8}$ th as heavy as steel), can be installed easily by one man, and assures years of trouble-free service.



Flexible CARLON follows uneven ditch lines and curves around obstructions. Because it is furnished in long lengths (up to 400 feet), fewer fittings are required. It can be cut to length by means of an ordinary

handsaw or knife and connected quickly with molded plastic fittings. Adapters permit easy attachment to threaded fixtures or metallic systems.

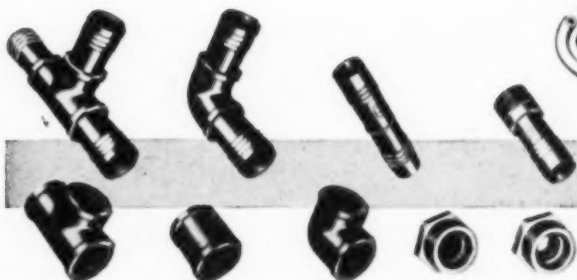


CARLON plastic pipe assures customer satisfaction because it is guaranteed forever against rot, rust and electrolytic corrosion. Every foot is factory-tested for more than 8 hours at higher-than-working pressures. You'll find it convenient to stock CARLON because coils require minimum space and can be handled by one man.

** Buy the Pipe with the Stripe!*

1218-CP

Write today
for literature.



CARLON PRODUCTS CORPORATION

Pioneers in Plastic Pipe

Canada: Micro Plastics, Ltd., Acton, Ont., Export: H. E. Botrow, New York City
10300 MEECH AVENUE • CLEVELAND 5, OHIO

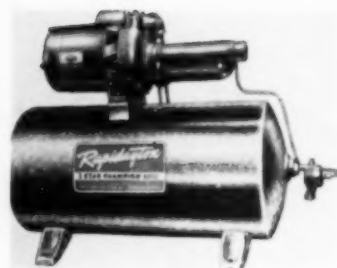
Dayton Introduces New Jet Water System

THE DAYTON Pump & Mfg. Co., Dayton 1, Ohio, has announced the introduction of a convertible jet package water system, the Rapidayton 3-Star Champion, which will retail for \$99.50.

The Champion can be converted from a shallow to a deep well by using exactly the same ejector equipment, with nothing extra to buy. Another feature is that the unit has new Quad-Volute design.

There are four volutes instead of one, resulting in a smaller, lighter pump with less friction loss, it was announced.

The Rapidayton 3-Star Champion is a 1/3 h.p. package system model, complete with convertible ejector and air charger, mounted on a 13-gallon horizontal heavy-duty galvanized tank. The motor is a nationally-known standard NEMA make. The pump is equipped with bronze impeller, brass venturi and nozzle, and rotary seal. When used on shallow



wells, the model provides capacities to a maximum of 600 gallons per hour. On deep wells, it is for settings to 50 ft. deep.

The Champion Hi-Deep Model, when used for shallow wells, provides pressures up to 70 lbs. On deep wells, it is for settings to 70 ft. deep. Other models are available equipped with 1/2 h.p. motors and tanks ranging up to 42-gallon capacity at equally low prices.

Best Seller for the BOOMING ROTARY CUTTER MARKET!



ROTARY
MOWERS
& SHREDDERS by
WOOD'S



FLOATING IDLER PULLEY ARMS assure accurate alignment, long-er belt life.



HEAVY DUTY 60 H.P. gear box custom made to fit the job better! Heavy malleable iron housing.

It PAYS to sell the TOP line. And that means Wood's — the complete line of heavy duty rotary cutters. Three cutting widths, in hydraulic or standard models for high speed, heavy duty mowing, cutting, shredding. Look at these exclusive Wood's sales points — **SPECIAL FEATURES:** Any power take-off • Blades surrounded by 3/16" boiler plate • Powerful V-Belt drive • Rugged blades of alloy spring steel, forged and heat treated • Choice of wheels, 15" for low cost "used" tires or 8" puncture-proof tires.

WOOD BROS. MFG. CO.
OREGON 5, ILLINOIS

WOOD'S IS THE ORIGINAL ROTARY MOWER & SHREDDER!

Borrowed Ideas

(Continued from page 88)

all the odds and ends we had in small tools and they disappeared in one day. We had some tractor auxiliary light kits, used before tractors had built-in lights, and they moved right out when displayed on the half-price, 'bargain counter.'

"Haven't quite figured out the psychology that sells this merchandise. Maybe it's because the 'bargain counter' is placed where the customer has to look at it and move around it. Anyhow, it's an excellent means of cleaning out a stock of odds and ends."

Goldthorn thinks the source of that idea should be complimented for advancing the suggestion. The source was a speaker on the program of the Texas Hardware and Implement association convention. Nat M. Johnson, who, in the course of his remarks, said he would have a 'bargain counter' if he were a hardware dealer. Goldthorn decided such a counter would work in a farm equipment store, too.

One selling idea used by the Parr Machine and Equipment company was developed within the dealership. This idea calls for seasonal display of planter and bedder sweeps in a rack, placed alongside the store entrance, to remind customers of their need for such sweeps. With this arrangement, sweeps actually sell them-

selves, Goldthorn pointed out.

Although some other dealers use a somewhat similar form of display, the Goldthorn procedure makes it easy for customers to select their sweeps and pull them from the rack, made of angle iron and pipe. Entire racks are mounted on heavy-duty castors, so that the entire display can be rolled away when the season on each type of sweep has passed.

"Sweeps really do sell themselves from this display," says Goldthorn. "The display makes it convenient for the customer to buy and makes it convenient for us to display the sweeps. From our viewpoint, of course, the mobile feature of the racks is the most attractive. Changing sweep displays in accordance with the season is merely a matter of having the rack sufficiently loaded with sweeps and then rolling it into place. As they enter the store, customers can't possibly miss the sweep display. And the next thing they see is the 'bargain counter.'"

"As for the latter, I recommend it highly to the farm equipment retailer who has accumulated some odds and ends. In our experience it is a positive method for avoiding a complete loss on the traditional 'cats and dogs.'"

"However, psychology seems to work in reverse to the rule for displaying new merchandise. Instead of a mass display the 'bargain counter' should contain, we have found, only a limited number of each item the dealer wants to move out."

New Loader for Two-Plow And Smaller Tractors

JOHNSON Hydraulic Equipment Co., 515 West 78th St., Minneapolis 23, Minn., announces a new model, all-hydraulic farm loader for two-



JOBBER TOLD US-

"Don't change it!"

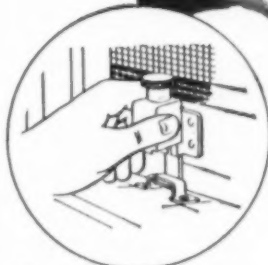
You have the BEST and SAFEST catch on the Market!"



Growing demand for Keystone Aluminum Tension Screens has resulted in thousands of installations throughout the nation—and our jobbers tell us *this means thousands of satisfied users!*

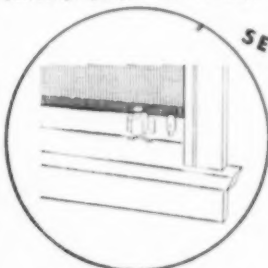
Recently—in trying to make our Tension Screens even better—we demonstrated some new experimental models to jobbers and their salesmen in a number of cities. These men who know what dealers want told us—"Don't change the design of Keystone Tension Screens! You are now using the best and safest catch on the market!"

Cash in now! Display and feature these popular screens—the smart, new way to cut screening costs, reduce maintenance and add convenience to homes and apartments! Ideal for all double-hung windows. Easily installed—no heavy frames to cut or fit. No painting—no rust. Easily replaced screening. Low first cost, low upkeep, neat appearance. Investigate!



Patented tension catch

at sill holds Keystone Screen securely in place. Just turn knob to adjust for proper permanent setting.



Exclusive free floating sill bar

assures snug fit at bottom...adjusts screen to uneven or off-level sill.

SEND COUPON!

Keystone Wire Cloth Co.
Dept. F-12, Hanover, Pa.

Without obligation, send me complete details, prices and discounts on profit-making Keystone Aluminum Tension Screens.

Firm.....

Attn. of.....

Street.....

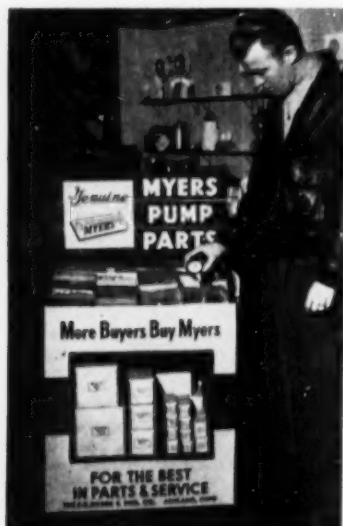
City..... State.....

plow tractors. Known as Model 1070, it is equipped with single-acting cylinders. A double-acting cylinder for control of the bucket pitch is optional. The unit features an improved design which relieves strain on the tractor. The frame is of extra sturdy one-piece welded construction, and the loader will operate from all tractor hydraulic systems, it was announced.

On the International Super C, it raises to a height of 11-foot clearance below the bucket, in 11 seconds, it is claimed. The combination dirt and manure scoop has a capacity of one-quarter yard.

Myers Introduces New Pump Parts Display

A NEW point of purchase display for pump parts has been introduced by The F. E. Myers & Bro.



Co., 902 S. Orange St., Ashland, Ohio.

The top rack of the display, which holds many variations of fast-moving parts, enables the customer in many cases to point out a part he needs without leafing through pages of catalogs. A handy parts guide is attached to the side of the display for ready reference by the customer, and a deep bin, in front, keeps fast-moving parts within easy reach of the dealer.

The yellow and green display, constructed of cardboard, is shipped ready for assembly.

New Krimp Roller Introduced by Hesse

A NEW, low-cost Krimp Roller has been introduced by The Hesse Co., Pender, Nebraska. The unit cracks, crimps, crumbles and rolls all shelled and threshed grains, has a capacity up to 3000 pounds



First of the large 120-bushel capacity power take-off spreaders from New Idea's Coldwater, Ohio production line is completely assembled and then inspected by H. H. Boettger, general sales manager, Harvey Schulze, product manager, and Ralph Smith, chief inspector. After approval, shipments direct from the assembly line started to the dealer organization



per hour, and operates on a $\frac{3}{4}$ to $1\frac{1}{2}$ h.p. electric motor. Self-aligning, dust-proof ball bearings, 8-inch Knur-steel rolls, roller tension pressure springs and heavy-duty, all-steel construction throughout are of the same quality and workmanship as the large high-production units manufactured by the company.

SENSATIONAL NEW LOW PRICED CHAIN SAW



HOTTEST ITEM IN THE
CHAIN SAW FIELD.
LOMBARD 6 Main St., Ashland, Mass.

Cross

HYDRAULIC CYLINDER

DEPTH CONTROL FOR FARM IMPLEMENTS

THIS HYDRAULIC CYLINDER with a built-in mechanical depth control is specially designed to accurately control depth of farm implements . . . heavy duty construction . . . built to ASAB specifications . . . will work on all implements designed for hydraulic control.

We offer a complete line of cylinders with and without depth control, also to your specifications.

Built-In Mechanical Depth Stop Control
This mechanical depth control is a double screw collar which can be easily set for any length stroke from $4\frac{1}{4}$ " to 9". After screw collar is set, cylinder returns on each stroke to set position until reset.



Available in 2",
2 $\frac{1}{2}$ ", 3" and 4"
Bore Sizes.

Write Today for Complete Details.

CROSS MANUFACTURING COMPANY

P. O. Box 92

LEWIS, KANSAS

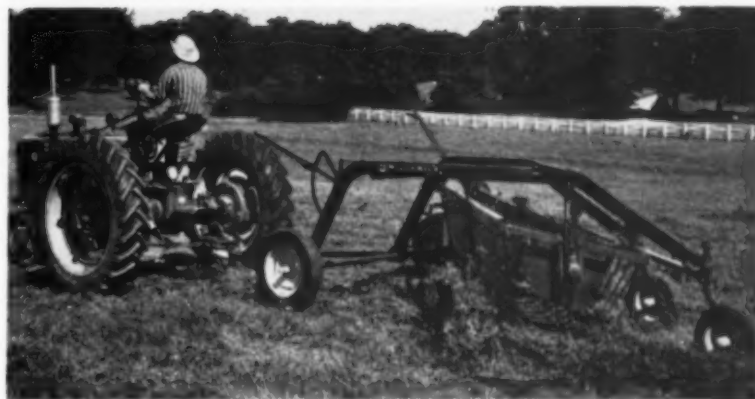
PHONE 86

New McCormick No. 5 Side-Delivery Rake

THE NEW McCormick No. 5 side-delivery rake, introduced recently by the International Harvester Co., is built for high-speed raking in the heaviest hay, and over rough ground. It has a larger capacity than any rake ever produced by International Harvester.

The ground driven reel on the No. 5 provides a gentle raking action that produces loose, fluffy windrows, uniform in shape and size, even at high tractor speeds. Because the ground-driven reel automatically adjusts to tractor ground speed, hay churning, roping, or tangling is prevented, and leaf loss is minimized. Also, the ground-driven rake permits the tractor to operate at maximum speed for both field and hay conditions.

A twin-beam, high-arched channel frame supports the reel basket. This frame and rigid hitch make the rake trail true, without weaving, to produce uniform, straight windrows. Twin caster wheels guide the reel over rough ground and irrigation borders, preventing



teeth from digging into the ground, and reducing tooth breakage.

Long rake teeth and a reel basket with ample ground clearance give the No. 5 its extra capacity to handle the heaviest crops at high speeds. Open coil, spring teeth are mounted on the forward side of the reel bars, to permit teeth to stay in contact with the hay longer for clean, thorough raking action. Keeper springs prevent broken teeth from falling into the hay. The 4-bar reel, floated in the reel

basket, can be raised a full six inches from its lowest position, by means of two conveniently located levers.

Low, disc-type wheels take any 15-inch automotive tire. Power from the drive wheels is transmitted to the reel through a gear and chain drive. The reel drive is engaged or disengaged by a convenient lever on the gear box cover.

A handy crank adjustment sets the rake teeth at any angle ranging

LOOK FOR THE NAME

"EMPIRE"

STAMPED ON EVERY PIECE







**HEAT TREATED
FOR TOUGHNESS —
TEMPERED
FOR PERFORMANCE**

Special analysis "hot top" steel makes "EMPIRE" tillage tools split-proof and curl-proof. "EMPIRE" built products are scientifically heat treated by our exclusive Isothermal process for extra springiness, clean scouring, keen cutting and longer life. There are none better.

"It pays to sell the line with ready trade acceptance."

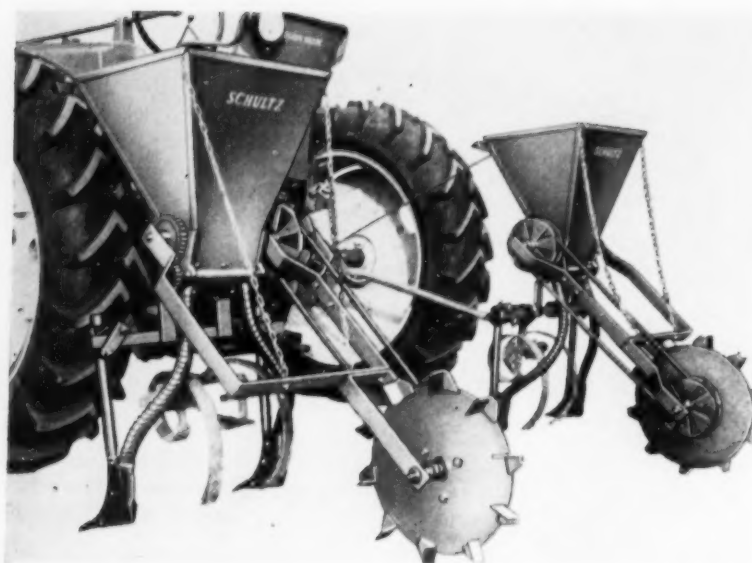
1840

THE EMPIRE PLOW COMPANY

"In Our Second Century Of Progress"

CLEVELAND 27, OHIO

1953



from 40 degrees forward to 35 degrees rearward of verticle position. The teeth are kept at the correct angle by a spider wheel mounted on ball bearings. The bearings provide a smooth-running reel subject to less vibration and wear.

According to the manufacturer, the McCormick No. 5 rake can be purchased with the reel equipped with either plain bearings or ball bearings. The ball-bearing reel is designed for operation in regions where continuous, extra-heavy-duty service is required.

New Side Dressers Added by Schultz

NEW SCHULTZ side dressers, easily mounted on practically any cultivator, have been announced by L. H. Schultz Manufacturing Co., Rochelle, Ill., and Waterloo, Iowa. They are available in one-row, two-row, and four-row models for most cultivators and listers.

Easily mounted on any cultivator with a rear tool bar, with only a few bolts and braces required for most installations, the new side dresser is said to save labor, time and gas by fertilizing during the cultivating operation. The unit has a range of adjustment of 40 to 480 pounds per acre. Augers for much higher or lower rates are available. Adjustment is controlled through variable speed pulleys and interchangeable gears.

A specially designed auger, assuring positive flow of feed, is driven by a floating drive wheel, which can be raised when not in use. Built-in agitators prevent bridging. Each hopper holds 120 pounds of fertilizer.

New McCormick Balers

(Continued from page 96)

preventing distortion and producing bales with straight sides and square ends. They stack close together with minimum waste of space. The bales are pre-sliced for easy feeding. The No. 55 baler will make wire-tied bales that weigh up to 125 pounds or twine-tied bales up to 80 pounds in weight.

The No. 55 balers may be equipped with either a 15 or 22½ hp International engine, depending on baling requirements. The 22½ hp engine is recommended for extremely heavy baling conditions where the machine is operated at full capacity over sustained periods of time.

Demonstrations

(Continued from page 85)

frequently we conduct a demonstration for one person."

Caldwell's demonstrations, which are timed to consume approximately one hour, usually get under way between one and two o'clock. Caldwell advises dealers to remember this, for at this hour the



MILKING MACHINE REPLACEMENT PARTS

2SU FOR SURGE	3SU FOR SURGE	34X FOR SURGE McCormick Deering	2R FOR PERFECTION MONTGOMERY WARD HINMAN 10 STAR	3R FOR PERFECTION RITE WAY ANDERSON IDEAL SEARS WARD'S	RS FOR RITE WAY SEARS ROEBUCK NATIONAL	426R FOR HINMAN MORE BOY	13R FOR CONDE MARLOW
6S FOR UNIVERSAL (Standard) Calf Head (Short Tube)	16U FOR UNIVERSAL (Standard) Calf Head (Short Tube)	6M FOR UNIVERSAL DE LAVAL 514 LLS OR 0146 02777 WITH GDA ADAPTER CLEAN EASY DECKEN	176 FOR EMPIRE McCormick Deering ANDERSON PINE TREE WUOLDS	83 FOR McCormick Deering EMPIRE	08D FOR DE LAVAL (Standard) ANDERSON	09D FOR DE LAVAL Magnum OR SHELL WITH GDA ADAPTER	05D FOR DE LAVAL OS SHELL

Get this Display Board FREE!

Sets you up as Rubber Replacement Parts Headquarters for all leading makes of Milking Machines.

Write today for full details.

CROWN DAIRY SUPPLY CO.

327 W. College Avenue,



Waukesha, Wis.

CHAPIN

SPRAYERS • DUSTERS • FUEL TANKS

SINGLE ACTION HAND SPRAYERS

TOP QUALITY VALUE
POPULAR PRICES

These intermittent sprayers offer traditional Chapin quality at competitive prices. All home and garden supply outlets will find them a source of ready profit because they are designed for volume sales.

A SIZE FOR EVERY PRICE AND PURPOSE

These single action hand sprayers are compact, efficient, and attractively designed. They have that "take me home" appeal to all shoppers.



MODEL NO. 532 — 14 oz. capacity. A favorite of those desiring a low priced unit with a larger capacity. Pump 10" x 1½". Tank of heavy Tinplate. Leather Expander produces a generous volume of spray per stroke with fine vaporization.

MODEL NO. 547 — 30 oz. capacity. A large capacity intermittent sprayer ideal for insecticides, fly spray and disinfectants. Pump 13" x 1½" with heavy Tinplate tank.

NEW KNAPSACK DESIGN



Efficient easy to use, for an adjustable harness strap allows New 4 gal. cylindrical tank to ride horizontally in the most comfortable position on back. Both hands are free to operate easy going, brass slide pump. Tank of Armco Zinc Grip Galvanized Steel. 30" neoprene hose and adjustable Brass Nozzle.

R. E. CHAPIN Mfg. Works, Inc.

Single Action Sprayers
Plunger Dusters
Pressurized Gasoline Can
Knapsack and Wheelbarrow Sprayers

Since
1887

Continuous Hand Sprayers
Compressed Air Sprayers
Inflators

100 CHAPIN STREET BATAVIA, N. Y.

Southern Representatives:
K. Roth, P. O. Box 1664, Asheville, N. C.
Killebrew & Brackman
738 3rd National Bank Bldg., Nashville 3, Tenn.
John H. Mullins, P. O. Box 13044, Houston, Tex.

soil usually has become drier and is more easily workable, reducing the time required for the demonstration and making the demonstration more effective. Also, other important business of the day can be taken care of before the demonstration begins.

In addition to Caldwell, two of the firm's three employees are qualified to conduct all types of demonstrations. These are factory-trained salesmen whose thorough knowledge of the firm's line of equipment enables them to handle any situation that might arise during a demonstration. Because of this, Caldwell can use his time to best advantage and is not required to be on hand for every demonstration.

"I am convinced that on-the-farm demonstrations are the most effective method for selling tractors and major implements, because only in this way can the performance of equipment be convincingly shown."

Wide Area Served

The company serves customers in two counties, and Caldwell does not let distance hinder the arranging of a demonstration.

"We have given several demonstrations more than 40 miles from Columbus, and frequently go out as far as 25 or 30 miles," Caldwell said. His contention is that such demonstrations have considerable promotional and good will value which should be taken into consideration when estimating the cost of such trips.

"I am never discouraged," he continued, "when a demonstration fails to result in an immediate sale. Our experience has been that farmers do not buy impulsively. Frequently, we make sales to farmers for whom we held demonstrations several months previously. This also holds true for farmers who are invited to such demonstrations." Caldwell emphasized that no pressure is ever used to close a sale following a demonstration.

Caldwell cooperates fully with local farm youth organizations. Recently the firm co-sponsored a radio broadcast of a 4-H rally. Periodically, Caldwell shows promotional films to 4-H gatherings. Advertising novelties are distributed regularly to farm boys and girls in the area. Caldwell points out that the youngsters some day will be prospects.

CHAPIN

SPRAYERS • DUSTERS • FUEL TANKS

COMPRESSED AIR Open Head Sprayers

EXTRA VALUE

Sturdily built, these large capacity, turret-top sprayers come in popular sizes. Will spray anything in liquid form... operating smoothly, steadily, forcefully, with gentle pumping.

EXTRA PROFIT

Enjoy a full mark up and extra profit dollars thru our policy of quality at a low cost.

EXTRA VOLUME

Watch your sales increase steadily and sell with the confidence of knowing you are offering the finest.



MODEL
NO. 180

\$11.90

Suggested
Retail

(Slightly higher in
the West)

SELLING POINTS

- 3½ gallon tank of Armco Zinc Grip Galvanized steel.
- All seams electric welded.
- Will spray anything in liquid form.
- Patented, 3 prong clamp locks and seals tank when handle is turned.
- "Trigger" action, shut off.
- Adjustable brass nozzle for fingertip spray control.
- 30" of oil resistant neoprene hose for long life.

CHAPIN EXTRAS



Standard on all open-head models is the new deluxe "adjustable" nozzle of solid brass construction and non-clogging design.



Now, oil resistant neoprene hose is standard equipment. Minimum of 30" for open head models and a minimum of 26" for funnel top designs.

Newly designed leathers on plungers permit easy, more positive pumping and assure longer life.

R. E. CHAPIN Mfg. Works, Inc.

Single Action
Sprayers
Plunger Dusters
Pressurized
Gasoline Can

Since
1887

Continuous
Hand Sprayers
Compressed
Air Sprayers
Inflators
Knapsack and Wheelbarrow Sprayers

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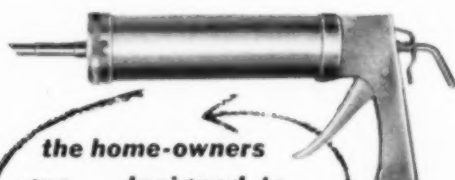


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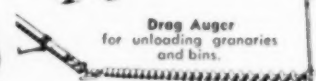
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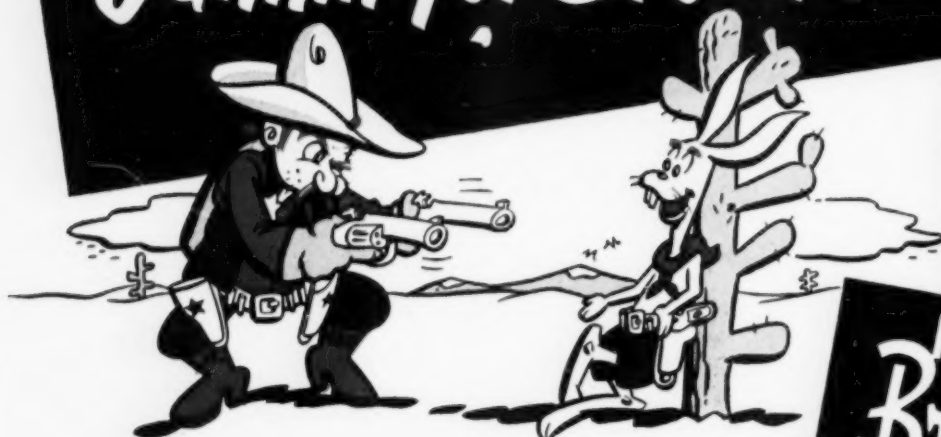
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SOUTHERN FARM EQUIPMENT Section for JUNE, 1953

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EASY TO SELL — BIG DEMAND!

The big demand for the Hanson Brodjet and its low prices makes it an easy product to sell. It's easy for you to handle too. It's an over-the-counter package requiring a minimum of storage space and handling of spare parts. There are practically no maintenance or service worries for you either . . . The broadcast method of spray application which the Hanson Brodjet utilizes has been enthusiastically accepted and proven throughout the country. It offers superior distribution of chemicals over broad swaths with easy and fast installation, operation and maintenance. There are no cumbersome booms to manipulate — to bend, break or slow the operator down.



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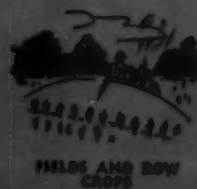


COMPLETE MERCHANDISING PROGRAM!

Hanson has a completely workable merchandising program that makes selling the Hanson Brodjet easier and more profitable. It comprises many new promotional ideas that stimulate sales and meet increasing business competition. National advertising produces thousands of inquiries from people who are interested in buying. A completely coordinated direct-mail program and follow-up system is used to service these inquiries and draw customers into your store. Attractive point-of-sale displays, literature, wall posters, ad mats and a giant sales manual that gives you a thorough knowledge of the product and how you can best merchandise it completes your arsenal of sales ammunition.

*Write us pronto, Podner, so we can rush complete details to you
about the money-making Hanson Brodjet.*

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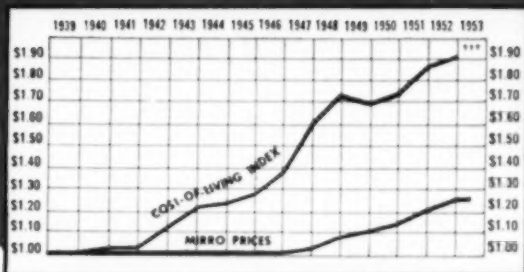
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